Climate Change Emergencies & Cultural Heritage Speaker Series

**Enhancing Communities
Adaptive & Transformative Capacity
Through Collaborative Finance**

8 April 2024

Cecilie Smith-Christensen

World Heritage Catalysis

https://www.whcatalysis.org

Presenter

Cecilie Smith-Christensen
Economist Cand. Oecon,
University of Oslo, Norway

World Heritage Catalysis
Founder & lead catalyst

ICOMOS ICTC (Bureau member)
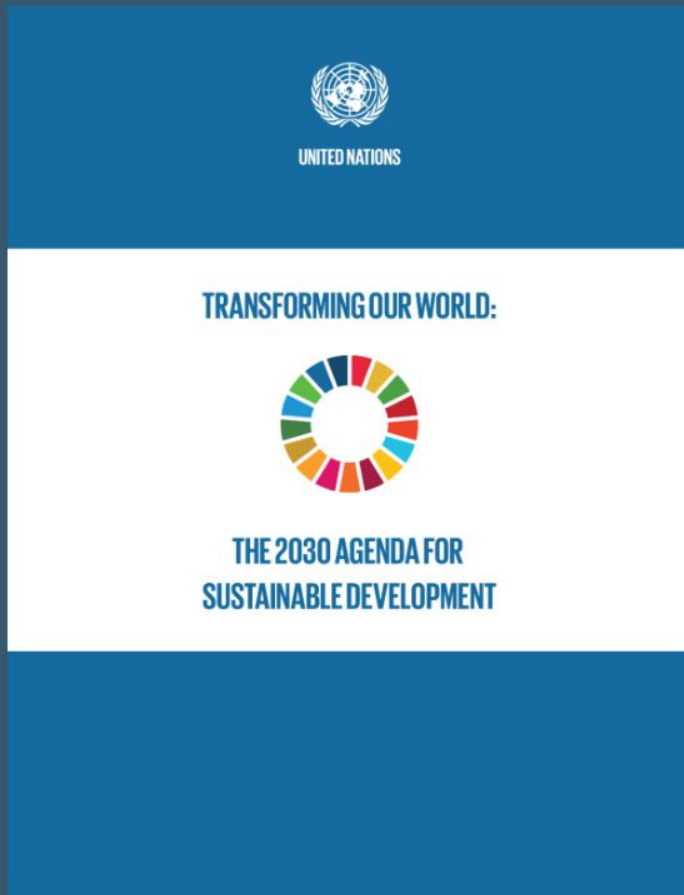ICOMOS Norway (Board member)

Expert Advisor to the UNESCO World Heritage Sustainable
Tourism Programme: Lead developer of UNESCO Visitor
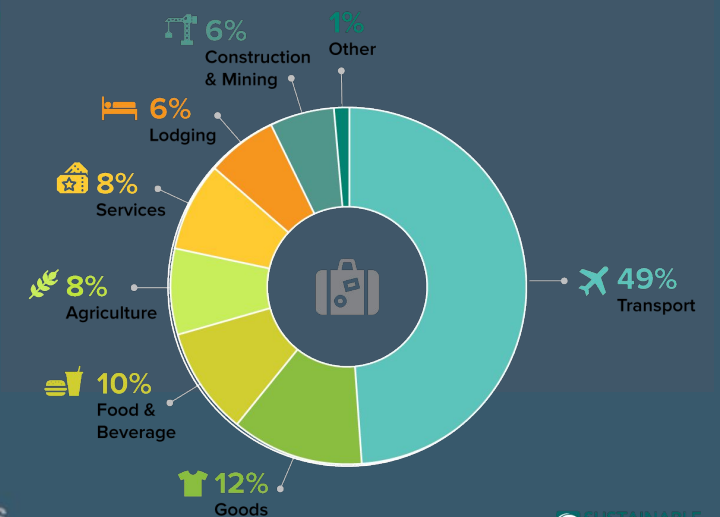Management Assessment & Strategy Tool (VMAST)

Presentation focus

★ The unsustainability of the Agenda 2030 (SDG 8) and why economics should be at the center of climate action & strategic management.

★ The host community as a system, network of networks and why resilience is the "new sustainability"

★ The transformation challenge and how World Heritage Catalysis seeks to connect practices and support the transformation journey
> transformative visitor management and collaborative finance

WORLD HERITAGE
CATALYSIS

Agenda 2030 as a development paradigm

TRANSFORMING OUR WORLD:

THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

14 LIFE BELOW WATER

TARGET 8·9 — PROMOTE BENEFICIAL AND SUSTAINABLE TOURISM

TARGET 12·B — DEVELOP AND IMPLEMENT TOOLS TO MONITOR SUSTAINABLE TOURISM

TARGET 14·7 — INCREASE THE ECONOMIC BENEFITS FROM SUSTAINABLE USE OF MARINE RESOURCES

TOURISM

Carbon Footprint of Global Tourism

- 6% Construction & Mining
- 1% Other
- 6% Lodging
- 8% Services
- 8% Agriculture
- 49% Transport
- 10% Food & Beverage
- 12% Goods

Tourism accounting for approximately 8-11% of man made emissions.

https://sdgs.un.org/goals
https://www.unwto.org/tourism-statistics/economic-contribution-SDG
https://sustainabletravel.org/issues/carbon-footprint-tourism/

WORLD HERITAGE CATALYSIS

A growth dependent development paradigm

8 DECENT WORK AND ECONOMIC GROWTH

11 SUSTAINABLE CITIES AND COMMUNITIES
Make cities and human settlements inclusive, safe, resilient and sustainable

Target 11.4
Strengthen efforts to protect and safeguard the world's cultural and natural heritage

Target 8.1
Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries

Indicator 8.1.1
Annual growth rate of real GDP per capita

Target 8.9
By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

Indicator 8.9.1
Tourism direct GDP as a proportion of total GDP and in growth rate

Target 11.4
Strengthen efforts to protect and safeguard the world's cultural and natural heritage

Indicator 11.4.1
Total per capita expenditure on the preservation, protection and conservation of all cultural and natural heritage, by source of funding (public, private), type of heritage (cultural, natural) and level of government (national, regional, and local/municipal).

WORLD HERITAGE
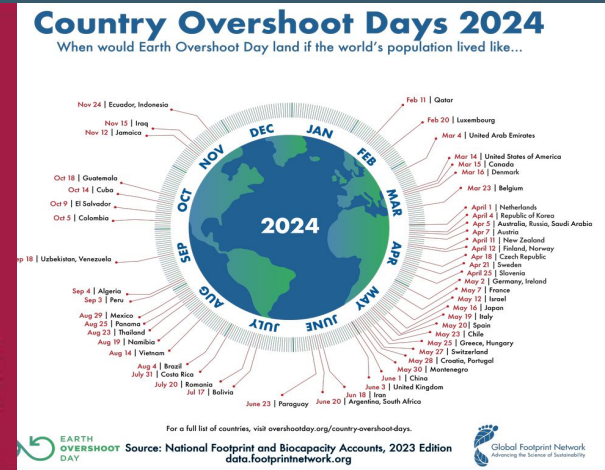CATALYSIS

A fundamentally unsustainable path

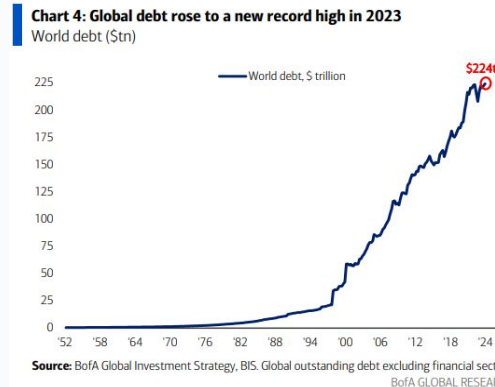**‼ Growth is exponential, not linear.**

➢ SDG Target 8.1 and a 7% gross domestic growth will mean need for doubling in 10 years.

‼ Money is issued into circulation as interest bearing debt.

➢ Servicing global debt will require continuous extraction of natural, cultural and human resources.

8.1 PER CAPITA ECONOMIC GROWTH

Country Overshoot Days 2024
When would Earth Overshoot Day land if the world's population lived like…

EARTH OVERSHOOT DAY Source: National Footprint and Biocapacity Accounts, 2023 Edition data.footprintnetwork.org

Global Footprint Network

Global debt $305 trillion

Chart 4: Global debt rose to a new record high in 2023
World debt ($tn)

— World debt, $ trillion

$224tn

Source: BofA Global Investment Strategy, BIS. Global outstanding debt excluding financial sector.
BofA GLOBAL RESEARCH

6 of 9 planetary boundaries crossed

WORLD HERITAGE CATALYSIS
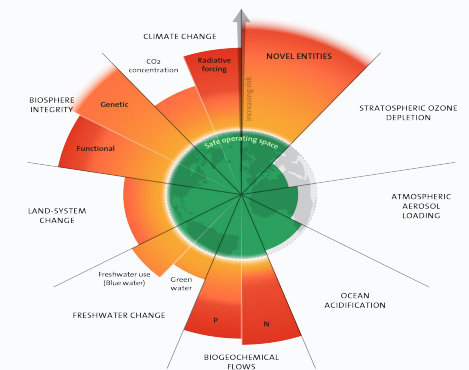
The anthropocene

People worldwide swelter, suffer, die under climate change-fueled heat waves

July 4, 2023   Source: Zoom Earth
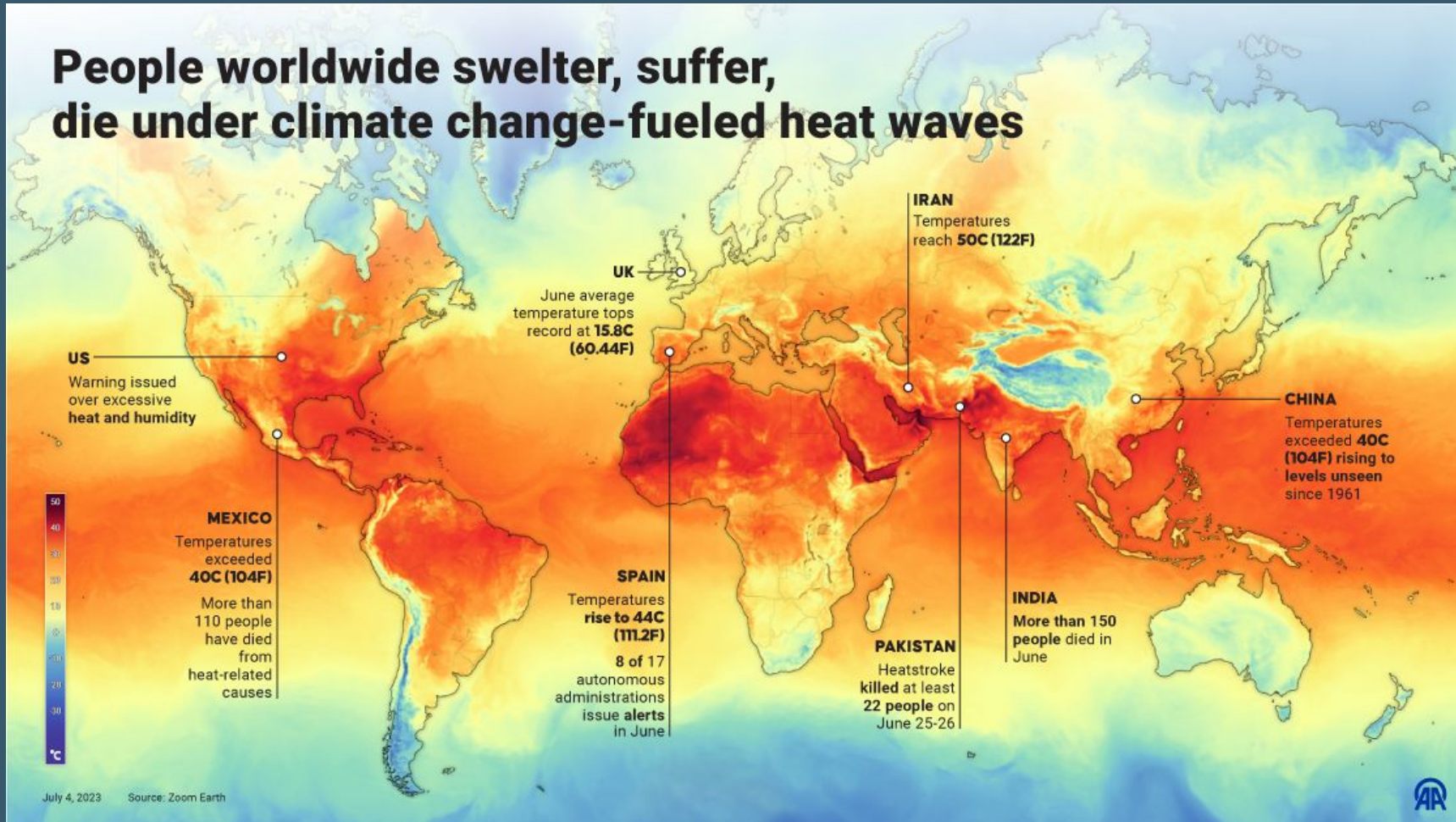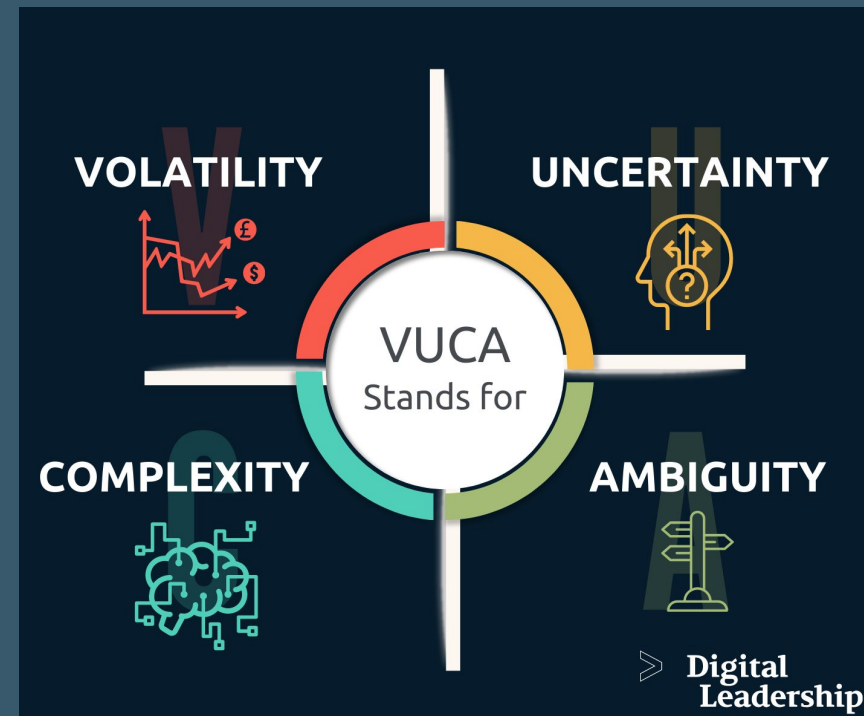
An agenda off track

In 2023 of the roughly 140 targets:

12% are on track

> 50% are moderately or severely off track

> 30% have either seen no movement or

regressed below the 2015 baseline.

https://unstats.un.org/sdgs/files/report/2023/SDG_Progress_Report_Special_Edition.pdf

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Interconnected risks in a VUCA world
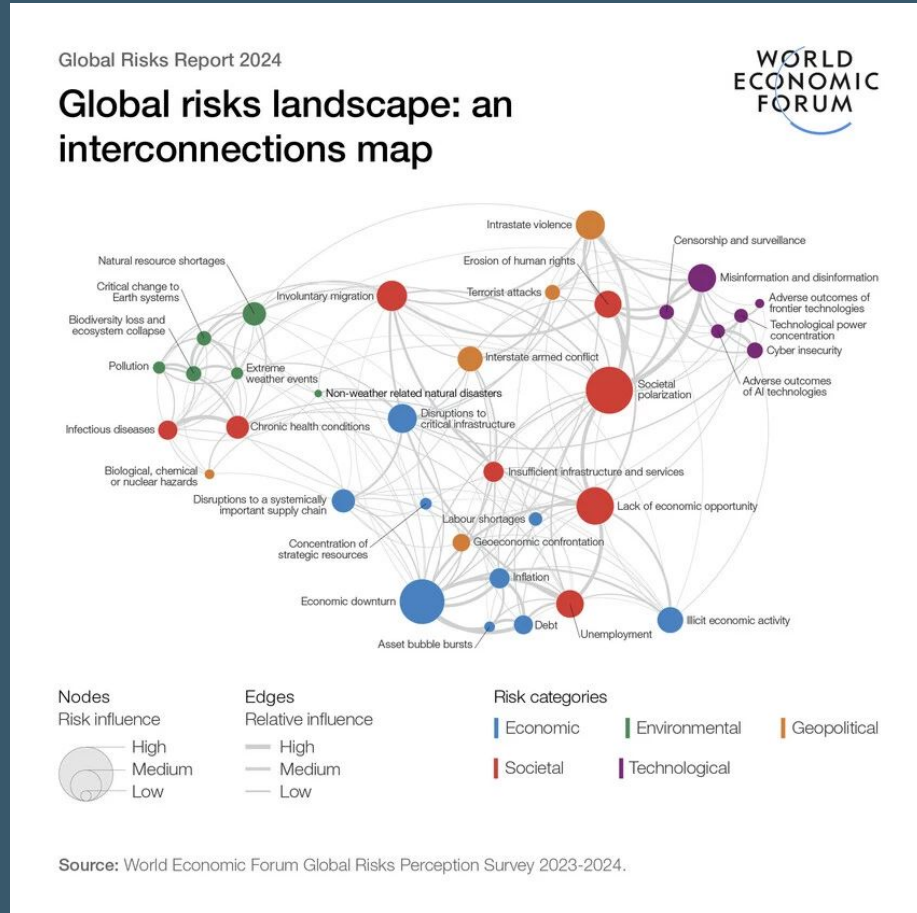
White, grey & black swan events

Probable, predictable, foreseeable consequences. Effects can be estimated.

Seasonal fluctuations, more extreme weather, etc.

Possible and predictable. Significant but uncertain impact. Neglected preparation.

Climate change, population development, climate refugees, pandemics, etc.

Unpredictable, extreme impact. Impossible to fully prepare for.

Financial collapse 2008, 9/11, Covid 19.

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"In the coming years, the success of travel and tourism businesses and destinations will be increasingly tied to their ability to manage and operate under even greater ecological threats"

– World Economic Forum 2023

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CATALYSIS

Sustainability & resilience is relational
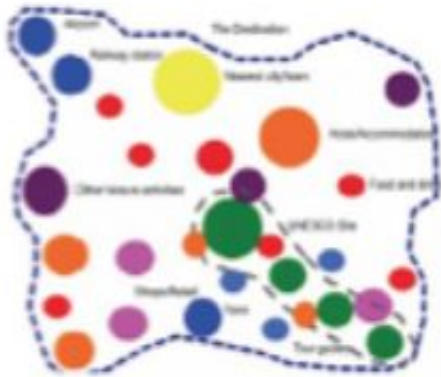
Host community / Tourism destination

Rights- and stakeholders
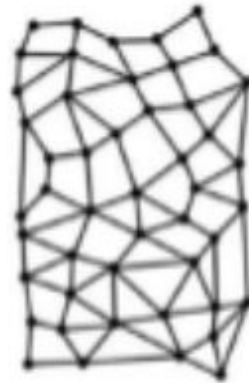
Community = interconnections / network of networks

A well-functioning tourism economy

A disruption can cause fragmentation and exodus of people and businesses.

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Resilience - the "new sustainability"

Residents cool off at a pool in Jinan in eastern China's Shandong province.
Photograph: Ng Han Guan/AP

Local communities will increasingly need to adapt and self-organize in the face of challenges and disruptions, such as disasters or crises.

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Definitions are based on IPPC, Stockholm Resilience Centre, ICOMOS Wayfinder Heritage

Host community & systems interdependence

Relationship between systems within a (host) community
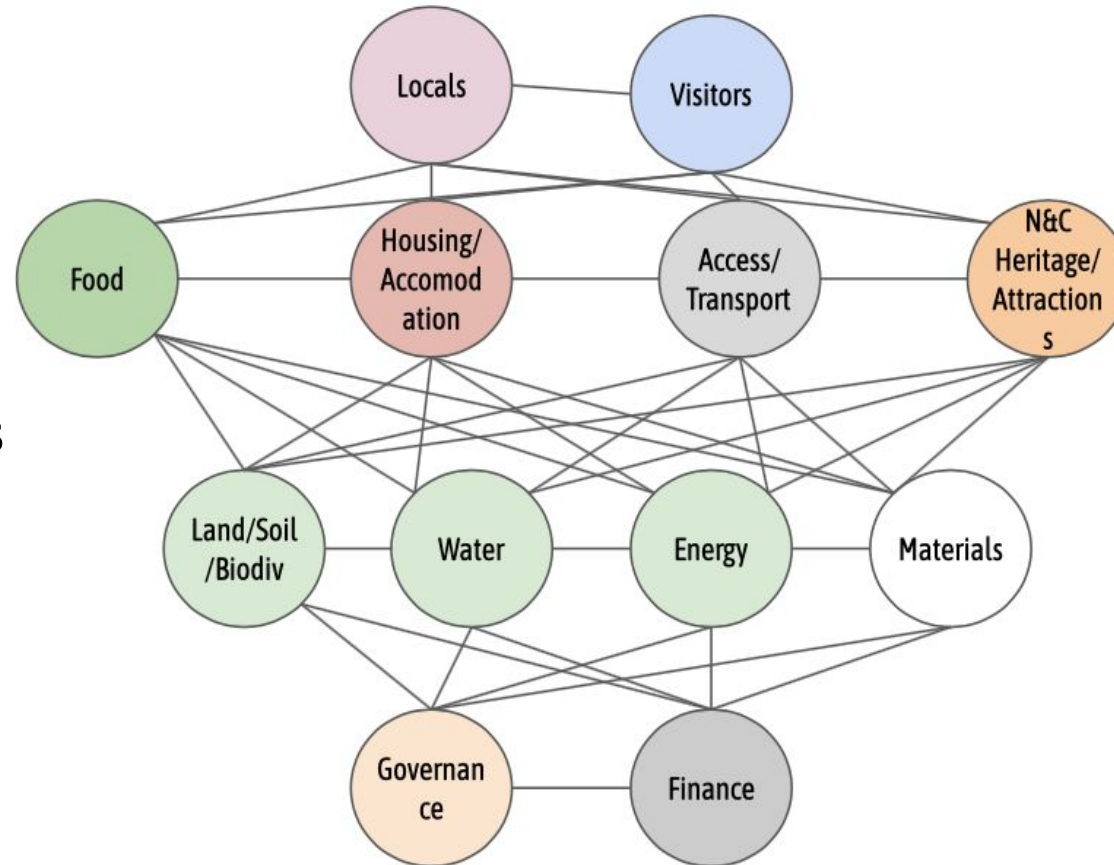
Stake/interest holders/consumers/producers

Interface between tourism & community

Underlying conditions for sustainability

New value networks Decoupling the economy from extraction

Resilience & capacities

Resilience - the capacity of a system to deal with change and continue to develop sustainably while maintaining its identity.

Adaptive capacity - skills and mechanisms used to adapt to challenges, and implement incremental changes that enable the system to maintain functional.

Transformative capacity - the capability to undergo significant and fundamental changes in response to challenges or disruptions.

Definitions are based on IPPC,
Stockholm Resilience Centre, ICOMOS Wayfinder Heritage

Beyond "sustainable tourism"

Energy production:
Renewable energy
Ecosystem services
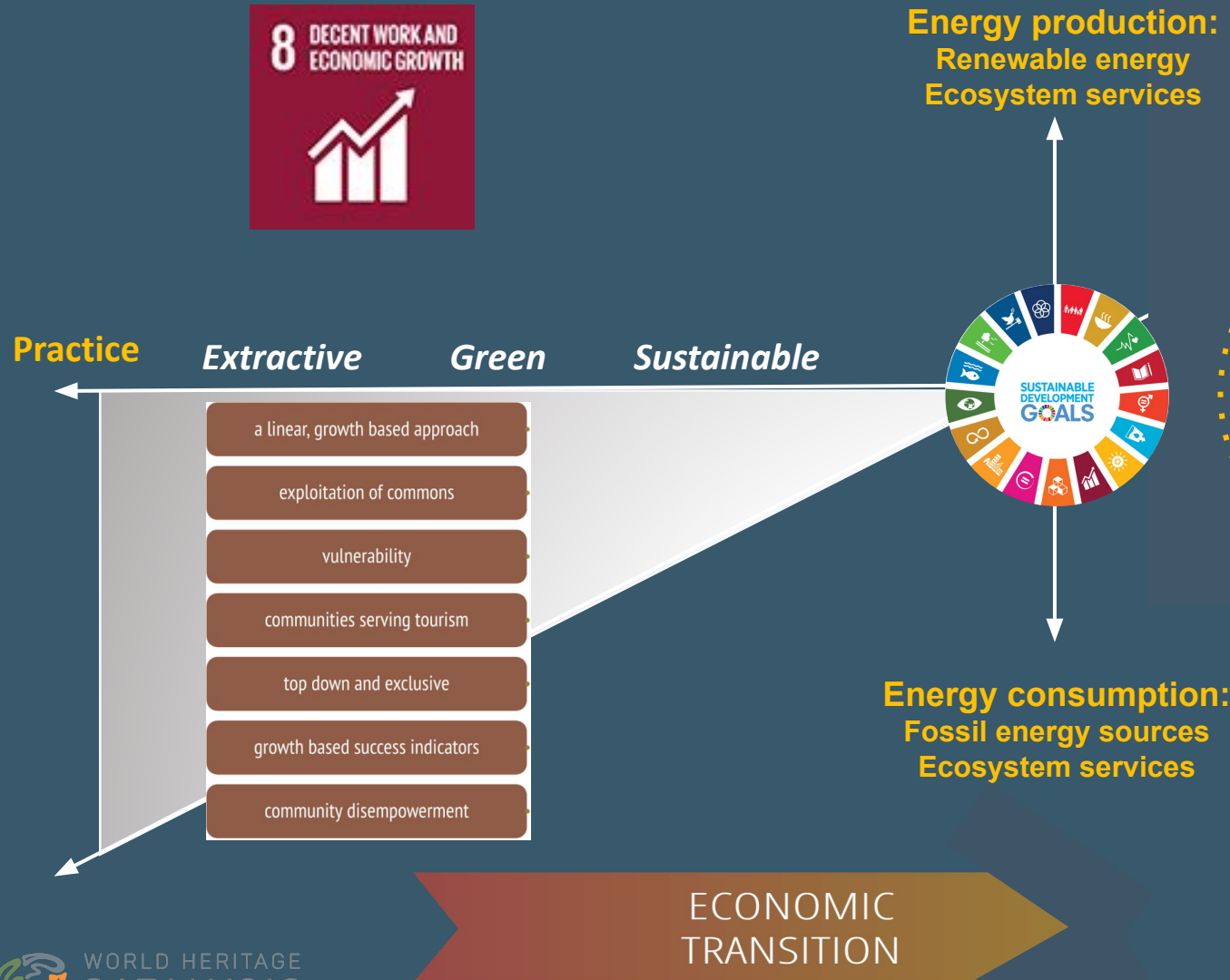
The future of tourism?

The future of host communities?

Tourism as a transformational pathway?

Practice *Extractive* *Green* *Sustainable*

a linear, growth based approach

exploitation of commons

vulnerability

communities serving tourism

top down and exclusive

growth based success indicators

community disempowerment

Energy consumption:
Fossil energy sources
Ecosystem services

ECONOMIC TRANSITION

"Energy positive hosting"

"Energy positive hosting"

Tourism establishments (hotels, resorts, and lodges) and operators (transport, attractions) generating more energy than they consume, leading to a surplus of clean and renewable energy.

Could be achieved by implementing energy-efficient technologies, utilizing renewable energy sources like solar panels or wind turbines, and incorporating energy storage systems, tourism businesses.

Use of clean energy in the tourism sector could reduce carbon footprint and contribute towards environmental sustainability.

World Heritage CATALYSIS

ICOMOS calling for transformative change

ICOMOS International Charter for Cultural Heritage Tourism (AGA 2022/14)

*There is a need and opportunity to **recalibrate the perpetual economic growth-based approach to tourism**, recognizing and mitigating its unsustainable aspects".*

*Climate change is calling for **a transformational and regenerative approach** to cultural tourism where the priorities focus on building resilient and adaptive communities and heritage places.*

*The Charter aims to align the work of cultural heritage and tourism stakeholders in the **pursuit of positive transformative change**, offering principles for regenerative tourism destination management that is conscious of heritage values, as well as their vulnerability and potential.*

7 principles.

ICOMOS
international cultural tourism committee

ICOMOS Resolution on the Cultural Dimensions of the SDGs (21GA 2023/16)

Noting that ….economic growth is a key indicator of development which has the potential to exacerbate the exploitation (privatization, commercialization and monetization) of nature and culture globally;

*Conscious of the need for heritage and development actors to identify the significance and **transformative potential of culture** in sustainable development beyond the designated SDG Target 11.4….;*

*Acknowledging **the need to go beyond the current discourse of 'sustainability'** and apply a systems approach **supporting generative and restorative economic activities** that strengthen integrated social, cultural and environmental systems that can be sustained and enhanced;*

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https://www.icomos.org
https://www.icomosictc.org/

New orientations

LINEAR ECONOMY		CIRCULAR ECONOMY
communities serving tourism	→	tourism serving communities
a linear, growth based approach	→	a regenerative circular approach
growth based success indicators	→	values based success indicators
exploitation of commons	→	stewardship of commons
top down and exclusive	→	distributed and collaborative governance
community disempowerment	→	community empowerment
vulnerability	→	resilience

TAKE   MAKE   DISPOSE

ENERGY FROM FINITE SOURCES

MAKE   USE   RECYCLE

ENERGY FROM RENEWABLE SOURCES

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Strategic & transformative management

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CATALYSIS

An emerging community of practice applying strategic and transformative approaches in tourism destination and visitor management aiming to protect natural and cultural heritage while building adaptive, resilient, and peaceful communities.

Strategic management

aligning resources and capabilities with identified goals and strategies.

Transformative/transformational management

challenges the current state and intent to bring about more profound and fundamental change. It involves unlearning, scientific creativity, and experimental practice.

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The transformative practice journey

Energy production:
Renewable energy
Ecosystem services

a regenerative circular approach

stewardship of commons

resilience

tourism serving communities

distributed and collaborative governance

values based success indicators

community empowerment

Practice

Extractive *Green* *Sustainable*

Generative
- Contributing to the local community

Restorative
- Restoring social & ecological systems to a healthy state

Regenerative
- Enabling social & ecological systems to evolve

Practice

a linear, growth based approach

exploitation of commons

vulnerability

communities serving tourism

top down and exclusive

growth based success indicators

community disempowerment

Energy consumption:
Fossil energy sources
Ecosystem services

TARGET 8·4
IMPROVE RESOURCE EFFICIENCY IN CONSUMPTION AND PRODUCTION

TARGET 9·4
UPGRADE ALL INDUSTRIES AND INFRASTRUCTURES FOR SUSTAINABILITY

ECONOMIC TRANSITION

ECONOMIC TRANSFORMATION

WORLD HERITAGE CATALYSIS

Based on Bill Reed (2007) and Daniel Christian Wahl (2019), World Heritage Catalysis (2022), Circular Economy Coalition (2024)

Tourism as a transformational pathway
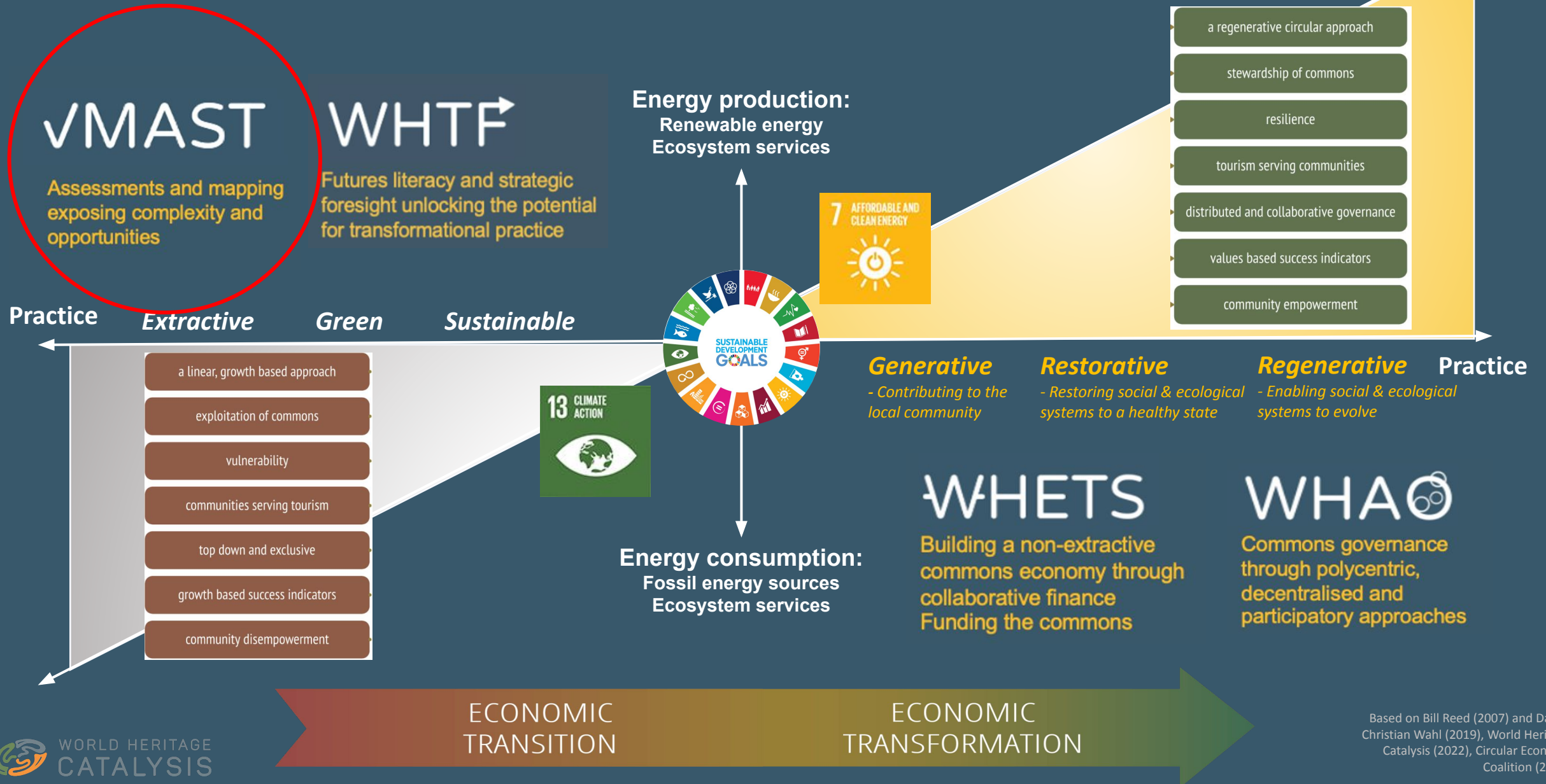
Tourism as a transformational pathway *needs to decouple the host-visitor relationship from the exploitative and extractive economy and instead support non-exploitative reciprocal exchanges. In the future, 'energy positive' tourism can be generative by creating new products and services that contribute to the wellbeing and sustainability of the local community, or restorative by helping to maintain and strengthen social- and ecological systems. Tourism products and services in a circular economy involving both resource and financial circularity, could contribute to a regenerative development paradigm.*

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The transformative practice journey

vMAST
Assessments and mapping exposing complexity and opportunities

WHTF
Futures literacy and strategic foresight unlocking the potential for transformational practice

Energy production:
Renewable energy
Ecosystem services

7 AFFORDABLE AND CLEAN ENERGY

a regenerative circular approach

stewardship of commons

resilience

tourism serving communities

distributed and collaborative governance

values based success indicators

community empowerment

Practice

Extractive　　*Green*　　*Sustainable*

SUSTAINABLE DEVELOPMENT GOALS

a linear, growth based approach

exploitation of commons

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communities serving tourism

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growth based success indicators

community disempowerment

13 CLIMATE ACTION

Generative
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Practice

Energy consumption:
Fossil energy sources
Ecosystem services

WHETS
Building a non-extractive commons economy through collaborative finance
Funding the commons

WHAO
Commons governance through polycentric, decentralised and participatory approaches

ECONOMIC TRANSITION

ECONOMIC TRANSFORMATION

WORLD HERITAGE CATALYSIS

Based on Bill Reed (2007) and Daniel Christian Wahl (2019), World Heritage Catalysis (2022), Circular Economy Coalition (2024)

VMAST

- UNESCOs Visitor Management Assessment & Strategy Tool

A tool helping WH site management authorities improve visitor management for heritage protection and localisation of the UNSDGs
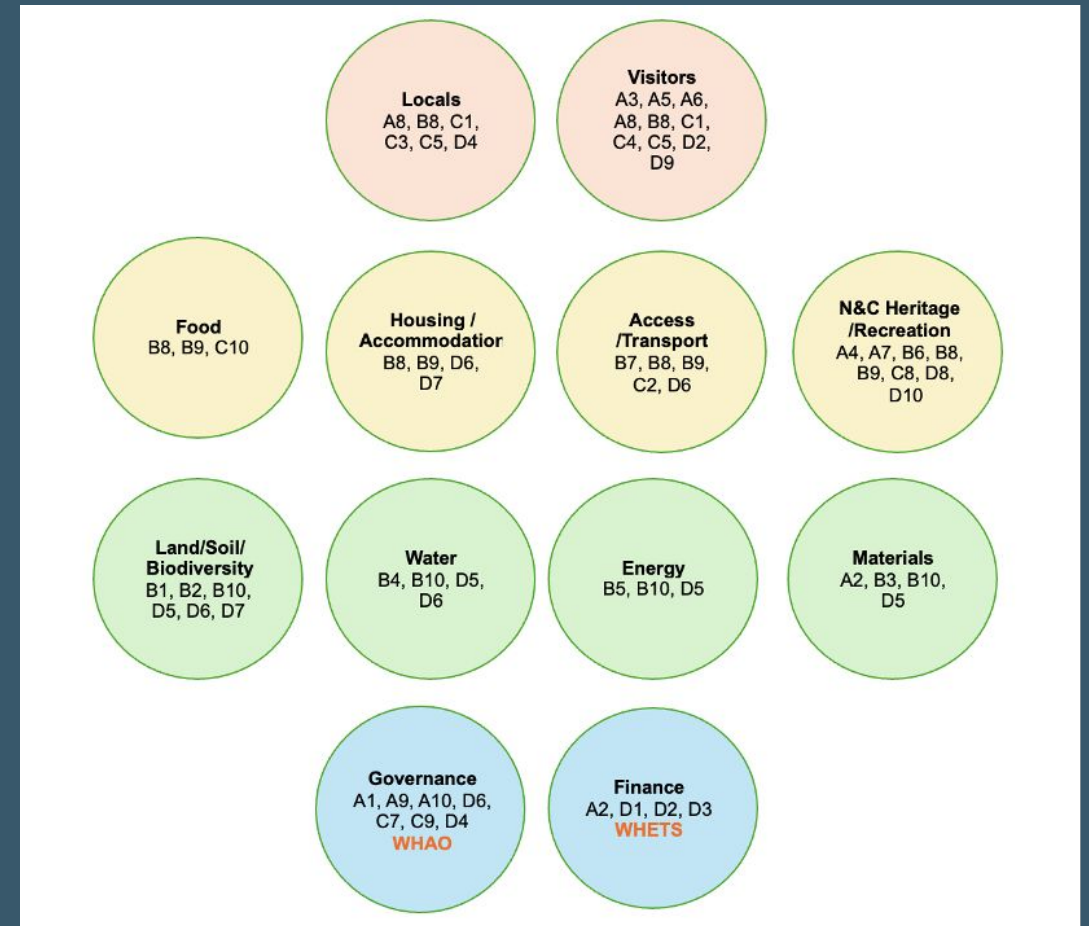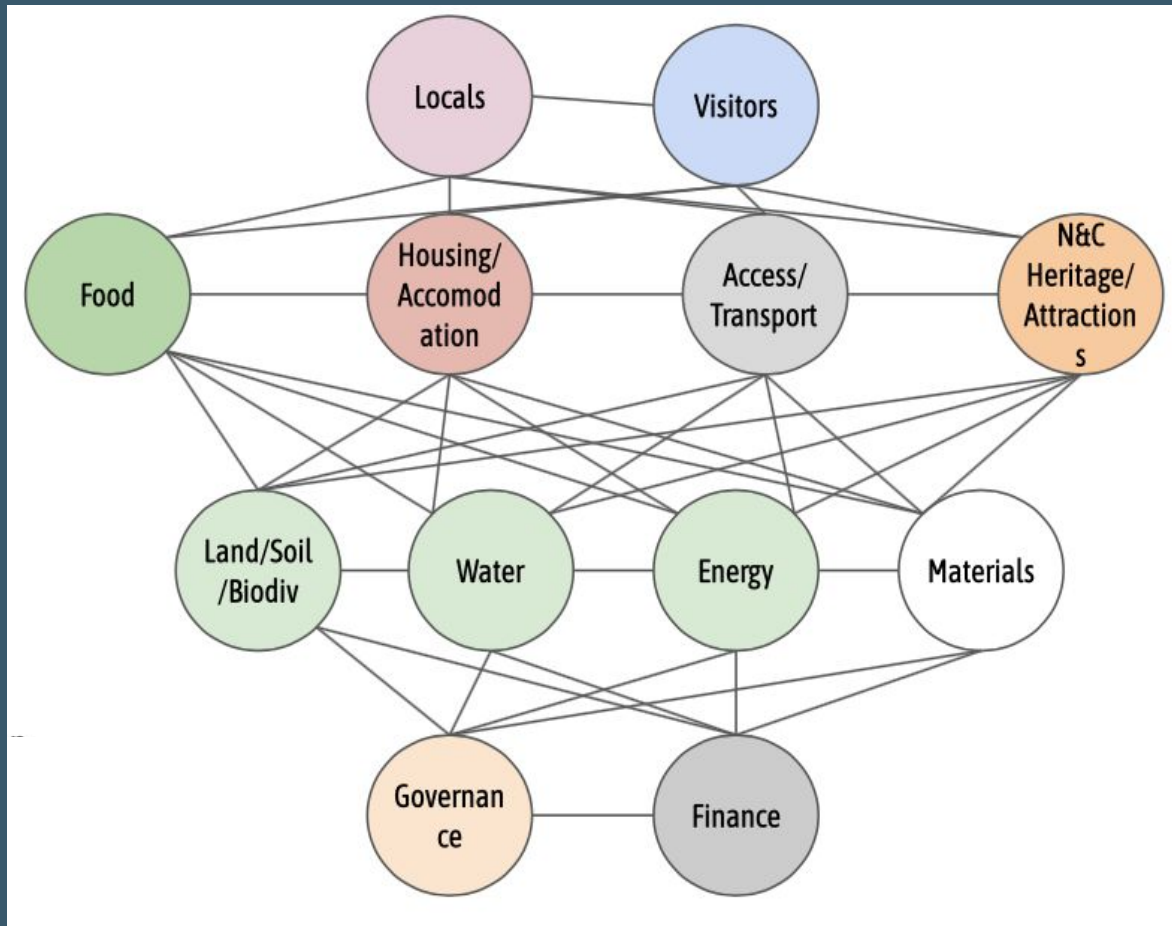

| HOME | ASSESSMENT | APPRAISALS | STRATEGY |

Welcome to the UNESCO Visitor Management Assessment & Strategy Tool (VMAST)

- What is the purpose of VMAST?
- How do I use VMAST?
- What are the benefits of using VMAST?
- Access to resources
- Localising the UN SDGs
- Background & development
- Co-creating visitor management for tomorrow

Your VMAST score

Goal A
Effective governance & visitor management protecting heritage values

Goal B
Contribution to environmental sustainability, climate change mitigation & adaptation

Goal C
Contribution to inclusive social development & cultural sustainability

Goal D
Contribution to inclusive & sustainable economic development

Monitoring
> Improved understanding

Budgeted activities
> Feasible ambitions

Communication
> Improved outreach

Capacity development
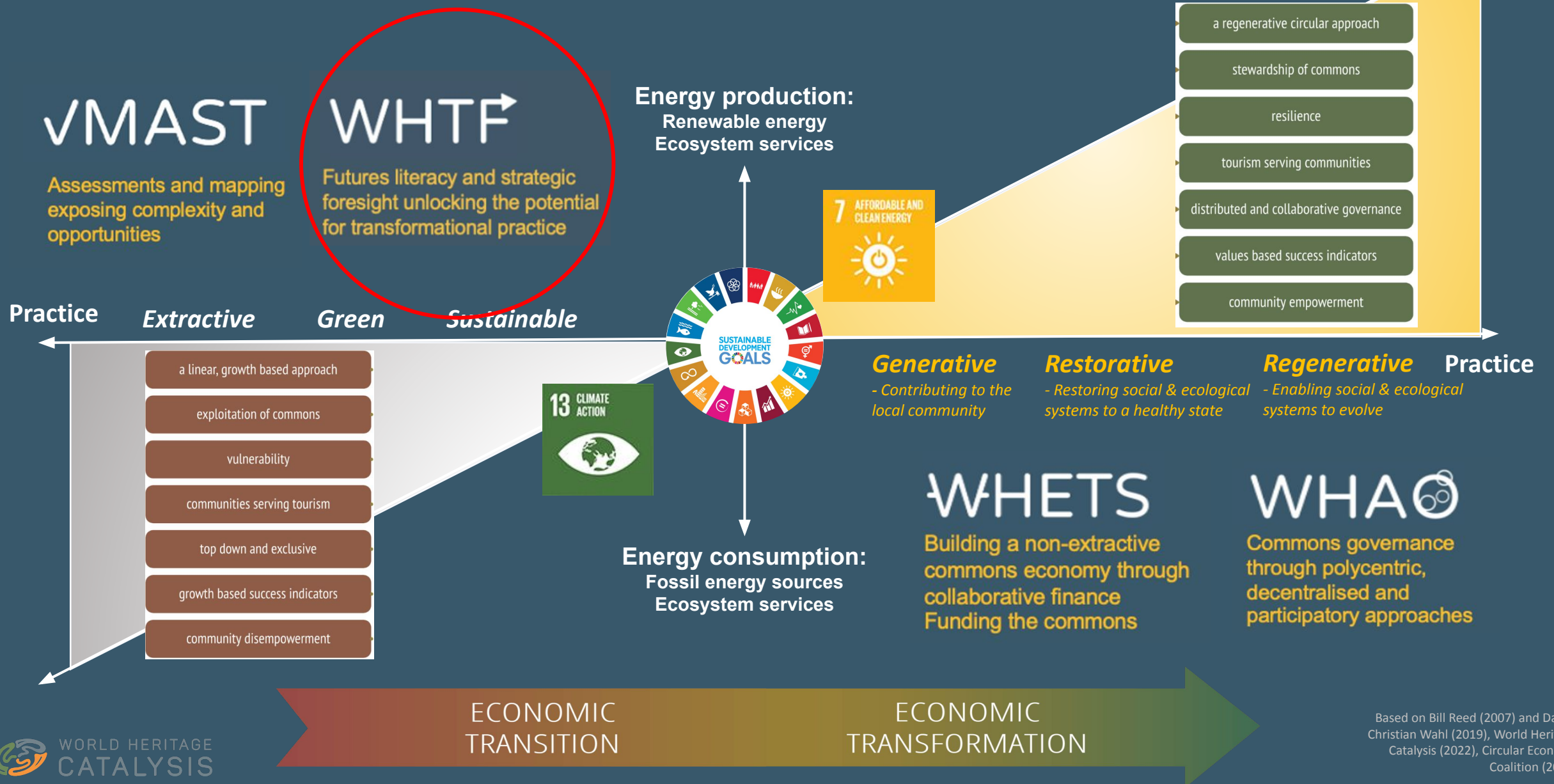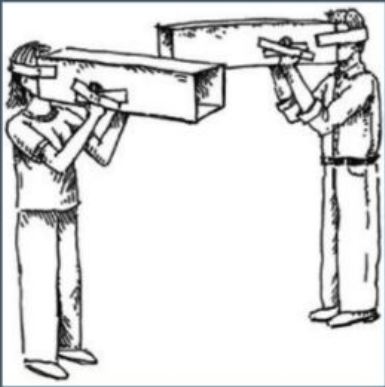> Strengthened capacities

Collaboration
> Increased impact

https://www.vmast.net

VMAST addressing the "local system"

The transformative practice journey

√MAST

Assessments and mapping exposing complexity and opportunities

WHTF

Futures literacy and strategic foresight unlocking the potential for transformational practice

Energy production:
Renewable energy
Ecosystem services

7 AFFORDABLE AND CLEAN ENERGY

a regenerative circular approach

stewardship of commons

resilience

tourism serving communities

distributed and collaborative governance

values based success indicators

community empowerment

Practice

Extractive   Green   Sustainable

13 CLIMATE ACTION

SUSTAINABLE DEVELOPMENT GOALS

a linear, growth based approach

exploitation of commons

vulnerability

communities serving tourism

top down and exclusive

growth based success indicators

community disempowerment

Generative
- Contributing to the local community

Restorative
- Restoring social & ecological systems to a healthy state

Regenerative
- Enabling social & ecological systems to evolve

Practice

WHETS

Building a non-extractive commons economy through collaborative finance
Funding the commons

WHAO

Commons governance through polycentric, decentralised and participatory approaches

Energy consumption:
Fossil energy sources
Ecosystem services

ECONOMIC TRANSITION

ECONOMIC TRANSFORMATION

WORLD HERITAGE CATALYSIS

Based on Bill Reed (2007) and Daniel Christian Wahl (2019), World Heritage Catalysis (2022), Circular Economy Coalition (2024)

"The future"

Blindspots

Areas in which a person or organisation lacks understanding or insight, potentially leading to flawed decision making.

Examples:

Tourism professionals < heritage protection

Heritage professionals < economics

Neoclassical economist < heterodox finance innovation

Co-fi innovators < tourism and heritage protection

Futures illiteracy

Inability to critically review one's own assumptions and biases about the future.

It prevents individuals and institutions from imagining, anticipating and developing agency in a VUCA world

> " The illiterate of the 21st century will not be those that can't read or write, but those who cannot learn, unlearn, and relearn. "
>
> Alvin Tofler: Rethinking the Future

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Futures methods & skills

RESILIENCE THINKING

enhancing resilience by integrating **disaster risk management and climate change responses** in planning and management

Focus on resilience as a competitive advantage
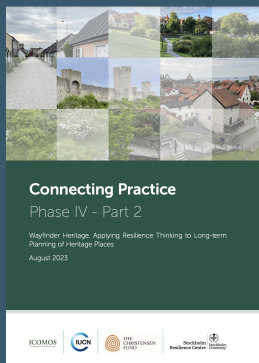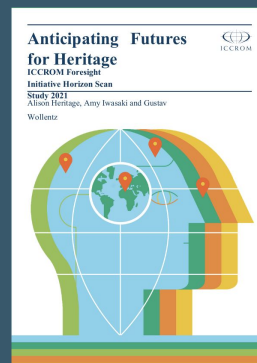
For more information:

ICOMOS Wayfinder

https://openarchive.icomos.org/id/eprint/3074/

STRATEGIC FORESIGHT

a systematic and structured approach to thinking about the future, **anticipate future scenarios** and plan accordingly

Challenges existing thinking patterns by generating new directions for advancing societal goals

For more information:

ICCROM Foresight

https://www.iccrom.org/what-we-do/research/foresight

Anticipating Futures for Heritage

https://www.iccrom.org/publication/anticipating-futures-heritage

FUTURES LITERACY

the capability to imagine and use alternative futures in various contexts and **identify assumptions** involved in this process.

Enhances imagination, preparedness, recovery, and innovation in the face of change

For more information:

UNESCO Futures Literacy

https://www.unesco.org/en/futures-literacy

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WHTF

- World Heritage Tourism Futures Lab

An approach helping site management authorities, local community and tourism stakeholders create a shared vision and stress-test strategies against different futures

Example:

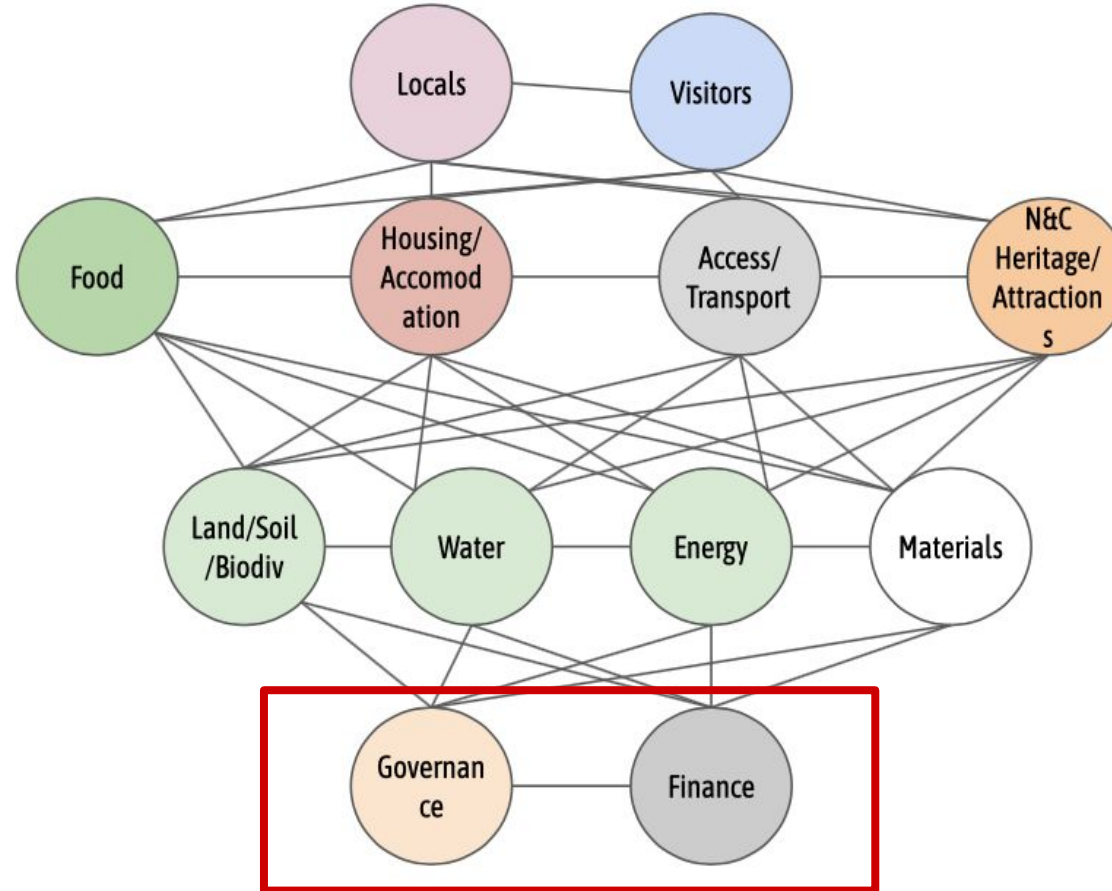1: Driver mapping > The future of tourism & community

2: Visioning futures

3: Identifying strategic objectives to outline a development path

4: Stress-testing strategies towards archetypical scenario and changes in the operational environment

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(Adapted from Alison Heritage, ICCROM)

Systems change through governance & finance

Relationship between systems within a (host) community

Locals Visitors

Food Housing/Accomodation Access/Transport N&C Heritage/Attractions

Land/Soil/Biodiv Water Energy Materials

Governance Finance

Stake/interest holders/consumers/producers

Interface between tourism & community

Underlying conditions for sustainability

New value networks
Decoupling the economy from extraction

WORLD HERITAGE
CATALYSIS

The transformative practice journey

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7 AFFORDABLE AND CLEAN ENERGY

- a regenerative circular approach
- stewardship of commons
- resilience
- tourism serving communities
- distributed and collaborative governance
- values based success indicators
- community empowerment

Practice | *Extractive* | *Green* | *Sustainable*

SUSTAINABLE DEVELOPMENT GOALS

- a linear, growth based approach
- exploitation of commons
- vulnerability
- communities serving tourism
- top down and exclusive
- growth based success indicators
- community disempowerment

13 CLIMATE ACTION

Generative
- Contributing to the local community

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ECONOMIC TRANSITION

ECONOMIC TRANSFORMATION

WORLD HERITAGE CATALYSIS

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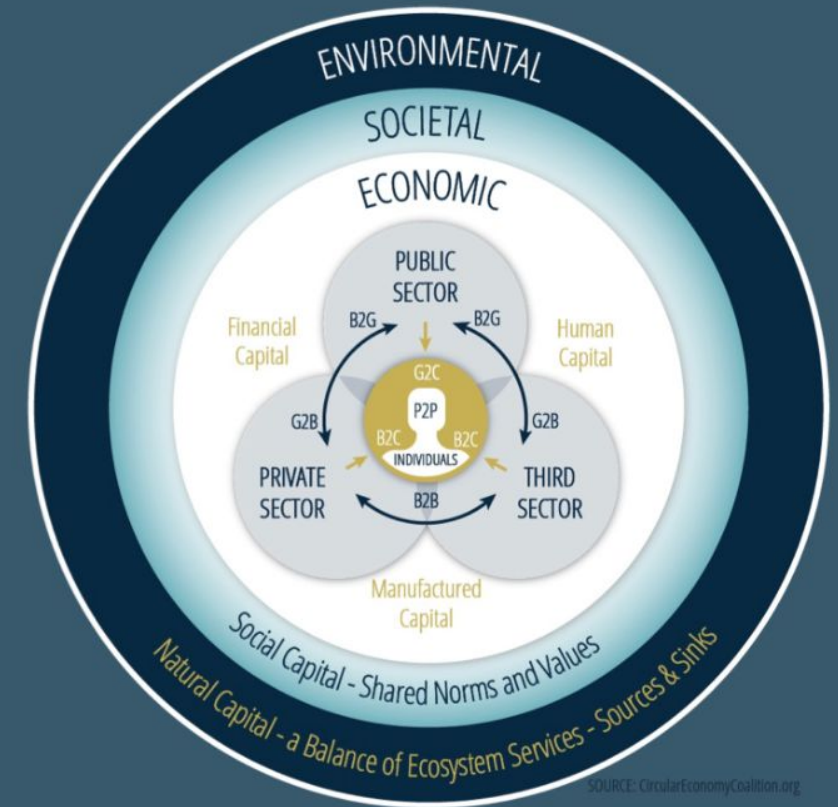
Towards circular economies

Towards circular and regenerative economies

The term 'circular economy' is typically understood to refer to material flows, with less attention given to finance. However, without a flow of payments in the opposite direction to materials, a circular economy cannot become self-sustaining, making investment less attractive - despite demands for progress from both government and investors.

Credit Commons Society 2022

ENVIRONMENTAL
SOCIETAL
ECONOMIC

PUBLIC SECTOR

Financial Capital · B2G · B2G · Human Capital

G2C
P2P
INDIVIDUALS
B2C · B2C

G2B · G2B

PRIVATE SECTOR · B2B · THIRD SECTOR

Manufactured Capital

Social Capital - Shared Norms and Values

Natural Capital - a Balance of Ecosystem Services - Sources & Sinks

SOURCE: CircularEconomyCoalition.org

CIRCULAR REGIONS

WORLD HERITAGE CATALYSIS

CIRCULAR ECONOMY COALITION

"Financial innovation camps"

DeFi
Decentralised finance

decentralized, blockchain-based financial services and applications that operate without centralized intermediaries

Eg. Speculative cryptocurrencies

ReFi
Regenerative finance

incenting sustainable practices and rejuvenation of natural resources through use of decentralized finance (DeFi) tech.

Eg. Channeling fiat to conservation

CoFi
Collaborative finance

Reciprocity, cooperation, shared decision-making, and collective resource management

Eg. "People powered" economics

Fiat based innovation

Use of tech to remove the need for trust within a community

Mutual credit based innovation

Use of tech to build trust within a community

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WHETS

The World Heritage Exchange Trading Systems (WHETS) is an emerging portfolio of circular economics and collaborative finance tools provided through value-aligned organisations and nested through open protocols.

Mutual credit
An accounting system for trading and exchange that doesn't inquire conventional money, doesn't incur interest and doesn't involve banks. Based on networks of businesses, traders and individuals who get to know and trust each other in a geographical area or business sector.

WHETS
for what money can't buy

WORLD HERITAGE
CATALYSIS

Commons supportive economics & governance

WHETS

Building non-extractive commons economy through collaborative finance and funding the commons

- ★ Credit clearing
- ★ Vouchers
- ★ Time banks
- ★ Bartering
- ★ Local currencies
- ★ Saving pools
- ★ Local Exchange Trading Systems (LETS)

WHETS values
- a people centred and rights based approach

Asset & inclusivity

We are all assets, with something to give or share. There shall be room and opportunities for everyone to support the ideals set out through the World Heritage Convention and in efforts building community.

Redefining work

Efforts that build community, raise healthy children, revitalize neighborhoods, sustain traditions, makes democracy work, advances social justice and makes the planet sustainable is valuable work. It needs to be honored and rewarded.

Reciprocity

Capacity is built through collaboration and reciprocity. Instead of "How can I help you?" ask "How can we help each other build the world we all will live in?"

Social networks

Joined in shared purpose we are stronger than individuals. Helping each other, we reweave communities of support, strength & trust.

Respect

Every human being matters. Respect underlies freedom of speech, freedom of religion, and everything we value. Respect supplies the heart and soul of democracy. We must respect where people are in the moment, not where we hope they will be at some future point.

Adapted from https://timebanks.org/more-about-timebanking

WHAO

Commons governance through polycentric, participatory and decentralised approaches

- ★ Coops
- ★ Rotating Labour Organisations (ROLAS)
- ★ Land Care Trusts
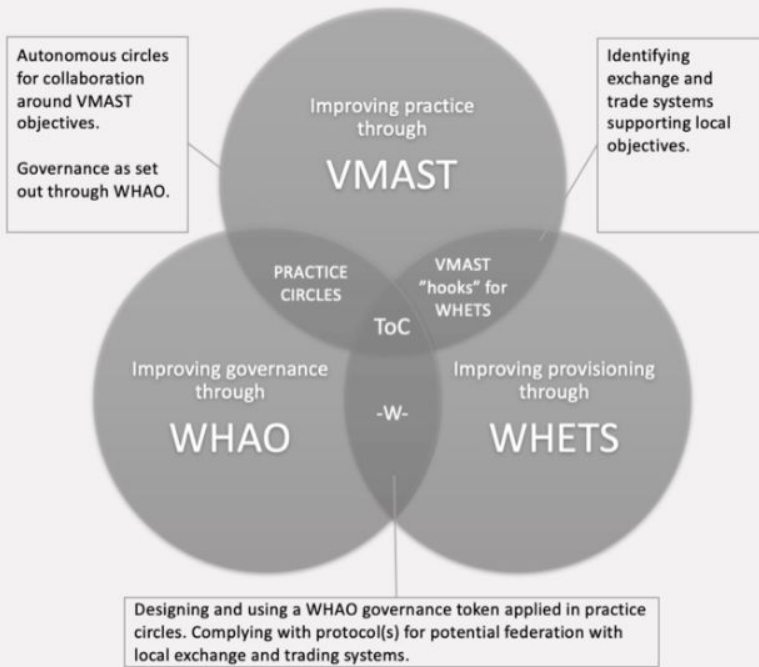- ★ Decentralised Autonomous Organisations (DAOs)

WORLD HERITAGE
CATALYSIS

Relevance

WHETS promotes economic operating infrastructure and financial tools addressing			
Provisioning	**Leakages**	**Resilience**	**Recovery**
Financial infrastructure for economic inclusion and provisioning.	**Financial circularity prevents unnecessary leakages.**	**Supporting a variety of sectors, moving beyond dependence on tourism revenues.**	**Interest free investment supplementing conventional funding. 'Building back better'**
Even successful tourism destinations may experience the toll of economic discrepancies. Without access to appropriate financial systems people may struggle to provide for self and family.	Due to outside ownership of tourism related chains, franchises and imports, economic leakage from tourism is often very high. Money coming into a community typically only changes hands a few times before it goes out of local circulation.	Most tourism destinations risk future disruptions that could deprive communities of revenues. Tourism dependent communities are specifically vulnerable.	A major disaster and/or smaller disruptions could prevent regular economic activities for longer or shorter periods. In some cases recovery would require significant investments but often funding is scarce or early investments extractive.

WORLD HERITAGE
CATALYSIS

Theory of Change

RELATIONSHIP BETWEEN VMAST, WHAO, WHETS & EMERGING THEORY OF CHANGE

Autonomous circles for collaboration around VMAST objectives.

Governance as set out through WHAO.

Identifying exchange and trade systems supporting local objectives.

Improving practice through
VMAST

PRACTICE CIRCLES

VMAST "hooks" for WHETS

ToC

Improving governance through
WHAO

Improving provisioning through
WHETS

-w-

Designing and using a WHAO governance token applied in practice circles. Complying with protocol(s) for potential federation with local exchange and trading systems.

VMAST – UNESCOs Visitor Management Assessment & Strategy Tool
4 goals; 40 Objectives; 200+ management indicators

WHAO – the World Heritage Autonomous Organisation
A governance infrastructure supporting participatory and polycentric governance

WHETS – World Heritage Exchange Trading Systems
A portfolio and ecosystem moneyless exchange & trading systems

9. February 2023

Emerging Theory of Change

Problem we are solving	Stake-holder	Entry point	Catalytic action	Measurable effect / Patterns	Wider benefits	Long-term changes
	WH site managers / site management	UNESCO VMAST	WH site management make use of VMAST	Improvements across VMAST objectives and target indicators	WH sites are better protected with management supporting community objectives	WH sites are catalysts in the transition towards regenerative economies.
MICRO: individual dis-empowerment	Professionals & practitioners with knowledge and skills	World Heritage Catalysis (WHAO)	Professionals and practitioners connect and build capacity through VMAST circles	Number of professionals and practitioners taking part in VMAST circles	Capacity enhancement on regenerative practices across geography and domains Peer governance	Communities are less dependent on tourism and thereby less vulnerable to disruptions / more sustainable
MESO: community vulnerability						
META: global unsustainability	People living in & around WH Business owners operating in & around WH Visitors & tourists to WH	WHETS	Civil society members exchange and trade through CoFi	Number of people, businesses and organizations trade and exchange using CoFi	More people (potentially billions) engage in an inclusive/circular/restorative/regenerative economy	Individuals are empowered through skills exchange and the ability to trade and exchange (provide) through CoFi

https://www.whcatalysis.org/toc

Emerging community of practice

THANK YOU!

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https://www.vmast.net