



Facing future disruptions: Enhancing community resilience through collaborative finance

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World Heritage Catalysis

<https://www.whcatalysis.org>

Presenter / Catalyst



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Value aligned organisations, networks & collaborators

World Heritage Catalysis



A commons oriented 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.

UNESCO World Heritage



2023: 168 States Parties, 1199 World Heritage sites (933 cultural, 227 natural, 39 mixed)

Policy on the integration of a sustainable development perspective into the processes of the World Heritage Convention (Adopted by GA 2015)

26. World Heritage properties are important travel destinations that, if managed properly, have great potential for inclusive local economic development, sustainability and strengthening social resilience. Sustainable forms of tourism development, including community-based initiatives, should be accompanied by inclusive and equitable economic investment to ensure benefit sharing in and around World Heritage properties¹⁹.



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

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.

Blindspot to an unsustainable economy



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- ! Growth is exponential (not linear)
- ! Fiat money holds no intrinsic value but is issued as interest bearing debt and backed by trust
- ! Global debt (currently \$307 trillion) is increasing and can never be paid off
- ! Servicing of this debt and economic growth require continuous extraction of natural, cultural and human resources

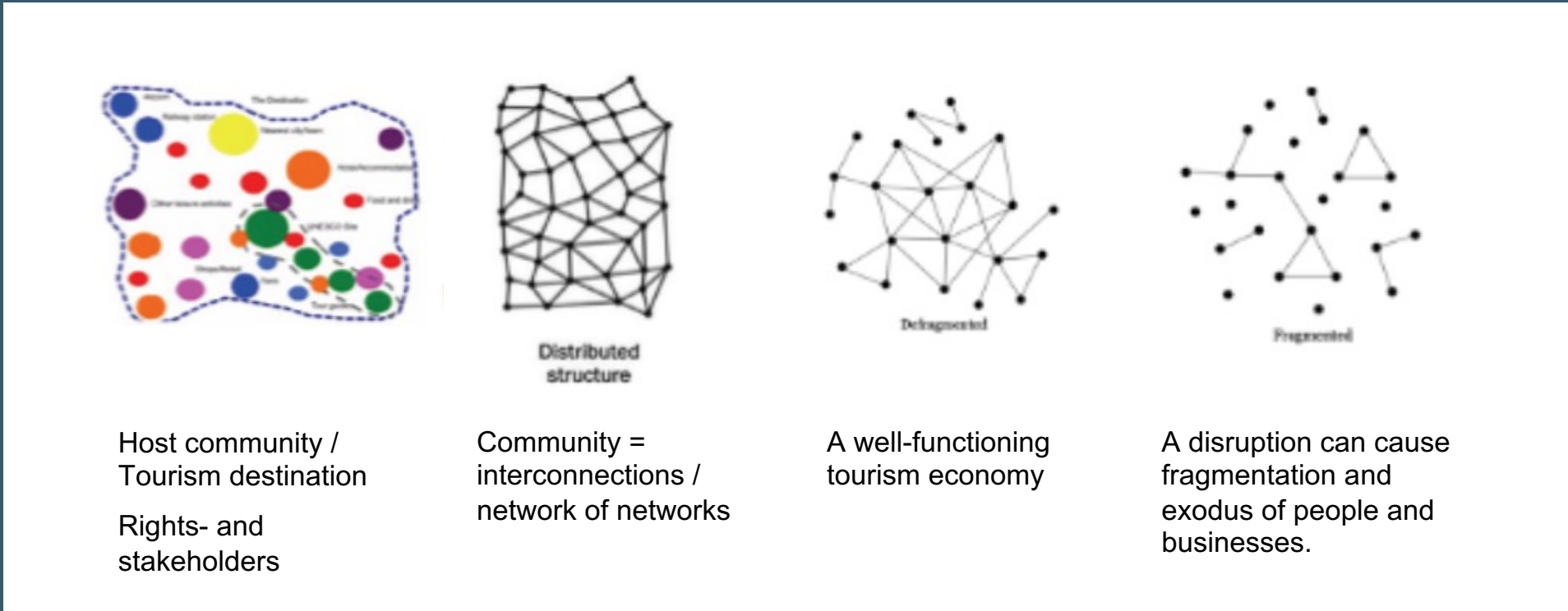


> The “sustainable development” agenda will remain extractive unless we reconsider SDG8, reform the financial & monetary system, and support the emergence of new forms of socio-economic relationships and organisation.

Blindspot to future disruptions



A community & network perspective



1. Tourism is a **vulnerable** sector. Community stakeholders need **adaptive capacity**.
2. Tourism is an **extractive** sector. Community stakeholders need **transformative capacity**.

Evolving & emerging practice

Sustainable tourism takes full account of its current and future economic, social, and environmental impacts addressing the needs of visitors, the industry, the environment, and host communities. UNWTO



Target 8.9 By 2030m 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

Less energy

Evolve capacity

Do good

Impact

ASPIRATIONS:

- Carbon neutrality, net-zero emissions
- Bottom-up, stewardship, partnerships
- Equitable distribution of resources
- Wellbeing indicators
- Circularity, “de-growth”, “post-growth”
- Resilience

Practice *Conventional (BAU)* *Green* *Sustainable*
- Limiting damage



DEPARTURE:

- Exponential growth and “overtourism”
- Emissions and increased global warming
- GDP, extractive practices, exploitation
- Biodiversity loss, systems collapse
- Uneven distribution of benefits
- Food insecurity, water shortage
- Top down, privatization
- Leakages
- Vulnerability

Arrest disorder

Extract value

Impact

Generative

- Contributing to the local community

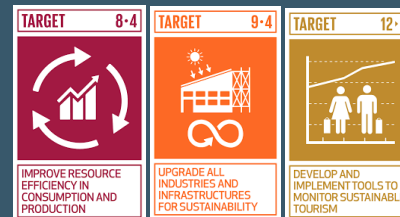
Restorative

- Restoring social & ecological systems to a healthy state

Regenerative

- Enabling social & ecological systems to evolve

Practice



“Regenerative tourism” Various definitions
Intentions: going beyond ST, positive impact, holistic approach, transformational experience, mindset shift.

Practice: intentional rather than a proven practice. Still an immature concept, often a brand, often ignoring externalities (emissions) or systemic unsustainability (the fundamental unsustainability of the economy).

Tourism as a transformational pathway



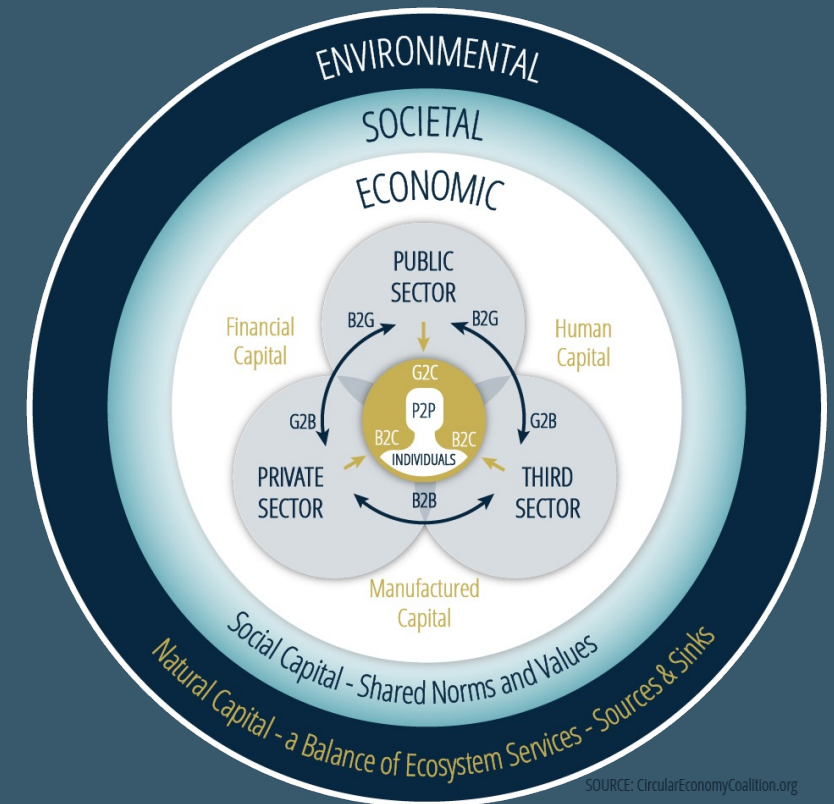
***Tourism as a transformational pathway** needs to decouple the host-visitor relationship from the exploitative and extractive economy and instead support non-exploitative reciprocal exchanges. In the future, tourism can be **generative** by creating new products and services that contribute to the 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.*

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



Collaborative finance (Co-Fi)

Collaborative finance

Financial transactions that occurs directly between individuals without intermediation of a traditional financial institution.

Mutual credit

An accounting system for trading and exchange that doesn't require 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.

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.

<https://www.whcatalysis.org/whets>

World Heritage Catalysis approach

Positive impacts

VMAS

Assessments and mapping exposing complexity and opportunities

WHTF

Futures literacy and strategic foresight unlocking the potential for transformational practice

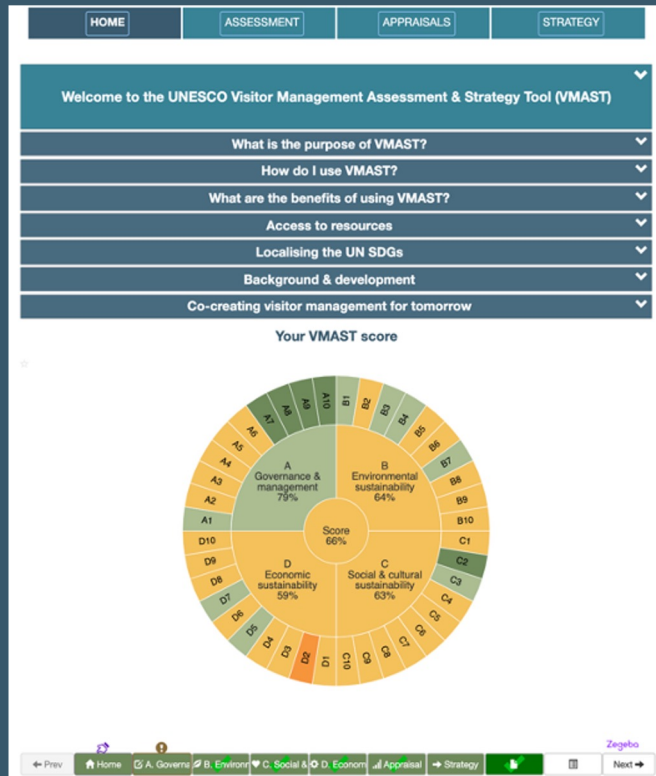
Heritage governed as commons supporting generative and restorative tourism products and services are offered and used within a circular economy, applying collaborative finance, contributing to net-positive impacts.



Vision for a paradigm shift set out through World Heritage Catalysis (2022-2024) based on and adapted from the Regenerative Design Framework by Bill Reed (2007), Ethan Roland (2018), and Daniel Christian Wahl (2019).

- UNESCOs Visitor Management Assessment & Strategy Tool

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



<p>Goal A</p> <p>Effective governance & visitor management protecting heritage values</p>	<p>Goal B</p> <p>Contribution to environmental sustainability, climate change mitigation & adaptation</p>	<p>Goal C</p> <p>Contribution to inclusive social development & cultural sustainability</p>	<p>Goal D</p> <p>Contribution to inclusive & sustainable economic development</p>
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- Monitoring
- > Improved understanding
- Budgeted activities
- > Feasible ambitions
- Communication
- > Improved outreach
- Capacity development
- > Strengthened capacities
- Collaboration
- > Increased impact

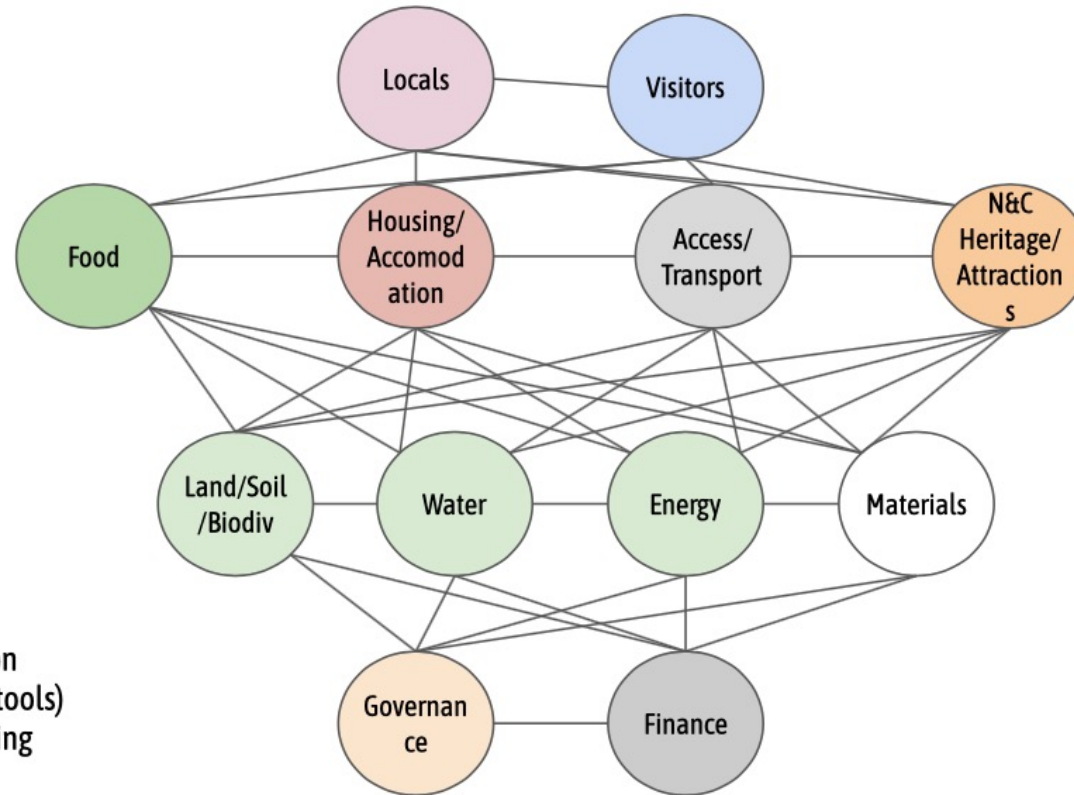


World Heritage Tourism Futures (WHTF) Labs

Local Labs will apply
*method to identify aspects
they want to focus on.



- Priorities will be informed by:
- Data/information/interpretation (data gathering and assessment tools)
 - Anticipation and scenario thinking
 - Metrix /indicators



Stake/interest
holders/consumers/producers

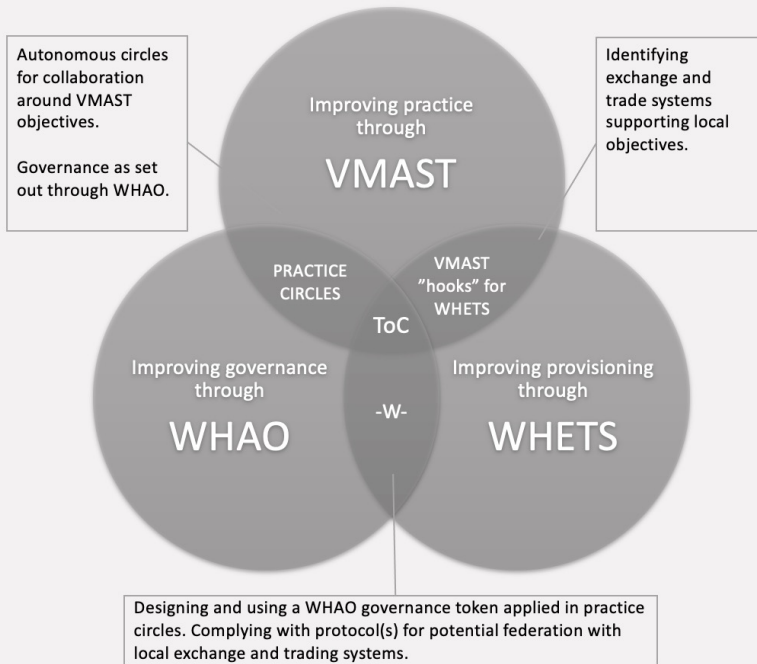
Interface between tourism &
community

Underlying conditions for
sustainability

New value networks
Decoupling the economy from
extraction

Theory of Change

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



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

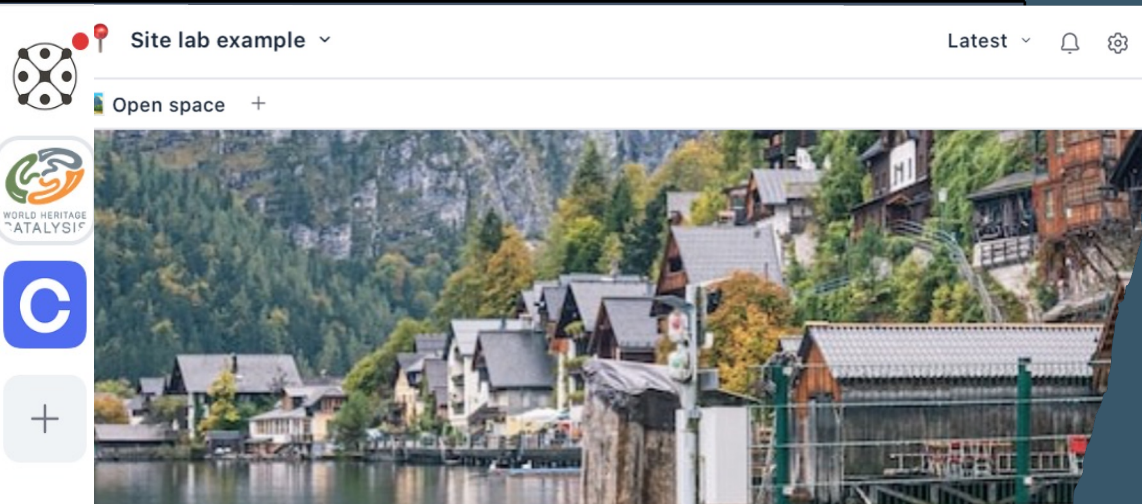
WHAO – the World Heritage Autonomous Organisation
A governance infrastructure supporting participatory and polycentric governance

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	Stakeholder	Entry point	Catalytic action	Measurable effect / Patterns	Wider benefits	Long-term changes
MICRO: individual dis-empowerment MESO: community vulnerability META: global unsustainability	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.
	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
	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/r estorative/ regenerative economy	Individuals are empowered through skills exchange and the ability to trade and exchange (provide) through CoFi



Catalyst site / destinations / community

A collaborative space to:

1. Support strategy development. Closed group.
2. Present the strategy and involve the broader community in its implementation. Open group.

Like

a1 Governance & management

a2 Available resources

a3 Visitor management

a4 Assets & attractions

a5 Visitor volumes

a6 Visitor behaviour

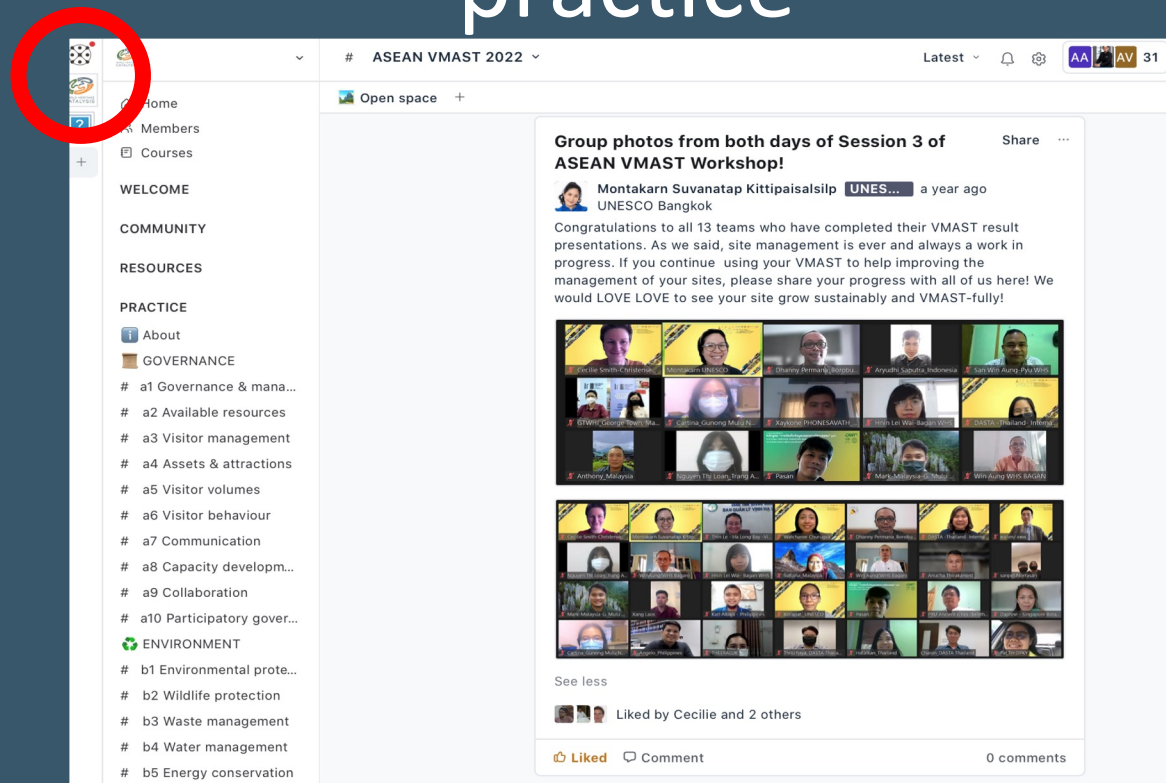
a7 Communication

a8 Capacity development

a9 Collaboration

a10 Participatory governance

Emerging community of practice



Accessible via <https://world-heritage-catalysis.circle.so/>
- just a click away from <https://the-tourism-colab.circle.so>

Discussion

1. How does the 'tourism as a transformational pathway manifesto' resonate with you? How may it be improved?
2. How could WHCatalysis' community platform be of relevance to Tourism CoLab community members?

*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, 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 systems. Tourism products and services in a **circular economy** involving both resource and financial circularity, could contribute to a regenerative development paradigm.*

THANK YOU!

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<https://www.vmast.net>