

INCORPORATING INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS: NEEDS, BENEFITS AND STAKEHOLDERS

Unit 1. Linking intangible cultural heritage and sustainable urban development



NEEDS, BENEFITS AND STAKEHOLDERS

in incorporating intangible cultural heritage in urban plans



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INCORPORATING INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS

Incorporating intangible cultural heritage into urban planning is a complex and challenging undertaking that brings benefits to the social function of cities.

A review of the relevant literature, including several case studies and the findings of a survey conducted, identified the following challenges, benefits and key actors.

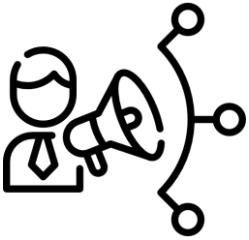


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NEEDS FOR INTEGRATING INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS



- Inventorying and mapping intangible cultural heritage is an essential action to recognize the existence of intangible cultural heritage elements in a city.



- Raising awareness among planners and decision-makers about intangible cultural heritage.



- Multisectoral coordination between the planning and culture sectors.



- Articulated regulations and policies dedicated to safeguarding intangible cultural heritage in urban contexts.

BENEFITS OF INTEGRATING INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS



- Strengthening the sense of identity and belonging to a community or place.



- Pursuing sustainable livelihoods.



- Protecting local economies.
- Strengthening intergenerational communication.

BENEFITS OF INTEGRATING INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS



Improved intra- and intercommunity tolerance, including greater respect for cultural diversity.



Environmental protection.



Improved risk preparedness, where refers to actions taken by communities to address challenges such as climate change.



KEY STAKEHOLDERS TO INTEGRATE INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS

- Urban planning strategies and regulations vary considerably from one country to another, from one region to another and, in many places, from one city to another.
- Therefore, in all situations it is important to involve at least the following types of stakeholders to ensure that the incorporation of intangible cultural heritage into urban planning is properly contextualized:



KEY ACTORS TO INTEGRATE INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS

- Government agencies: dedicated ministries and agencies at the national level, such as housing, environment, infrastructure, transport and urban development; as well as relevant departments at the subnational level with direct responsibilities for urban planning.
- Communities that practice and transmit intangible cultural heritage: refers to the communities, groups and individuals who create, practice and transmit intangible cultural heritage. Includes practitioners and bearers.



KEY ACTORS TO INTEGRATE INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS

- Established groups that advocate for the interests of communities and may include non-governmental organizations, specialized agencies, professional associations, individuals or others.
- Academic institutions and technical specialists: They refer to universities, research centers and urban planners, engineers, architects, economists, sociologists, anthropologists, geographers, intangible cultural heritage experts and other academics and technical specialists, who provide multidisciplinary advice and support on matters relating to the planning process, including economic, social, environmental and cultural issues.

SAUNA CULTURE IN FINLAND

Case study



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SAUNA CULTURE IN FINLAND

- Sauna culture (Representative List, 2020) is a traditional practice inseparable from the life of the majority of the Finnish population. Omnipresent in homes and public spaces, this practice transcends the mere act of washing the body because it also cleanses people's minds.
- The practice of this element of intangible cultural heritage is usually transmitted within families, but there are also clubs and universities that contribute to its transmission.



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SAUNA CULTURE IN FINLAND

- Finland has 3.3 million saunas for a total of 5.5 million inhabitants, which means that this element is accessible to all.
- In cities, traditional public saunas almost completely disappeared after the 1950s, but in recent years a number of private sector initiatives have led to the creation of new saunas in public spaces.



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THREATS

1

- **Rapid urbanization** disrupting lifestyles has been identified as the main threat to the sauna tradition.

2

- The element is also deeply affected by economic pressures due to the **use of space for other purposes**, as well as by densification processes.



SAFEGUARDING MEASURES

One measure to safeguard the living heritage is to protect the urban spaces where the elements are developed.

Therefore, the Finnish Heritage Agency is in the process of protecting saunas by law, so that their use cannot be altered.



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INTEGRATION OF THE INTANGIBLE CULTURAL HERITAGE INTO URBAN PLANS

1

To ensure the protection of public spaces with the need to safeguard the living heritage, citizens can express their opinion on the practice of traditions through participatory zoning processes. (Included in the 1999 Law on Land Management and Building).

2

Community participation is key to integrating intangible cultural heritage into urban planning, as there is often a collision of diverse interests. In Finland the mechanism is public consultation.