



The World Bank and Cultural Heritage in Europe and Central Asia

Why cultural heritage is important for the WB in ECA?

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The World Bank

- ❖ The World Bank is a vital source of **financial and technical assistance to developing countries**. Its mission is to **fight poverty** with **passion** and **professionalism** for lasting results and to help people help themselves and their environment by **providing resources, sharing knowledge, building capacity**, and **forging partnerships** in the **public** and **private sectors**.
- ❖ The World Bank provides **low-interest loans, interest-free credits**, and **grants** to developing countries for a wide array of purposes that include investments in **infrastructure, urban development, education, health, public administration, financial and private sector development, agriculture, environment, and natural resource management**.



New World Bank Urban Strategy - Strategic Concepts

- ❖ ***In general:*** promote compact cities, economic diversification, urban agglomeration
- ❖ ***For heritage:*** cities in developing countries often feature **historic cores** that house **poor residents** and feature valuable cultural heritage assets. These historic cores can be the pivot of sustainable urban development, the **core of inclusive communities**



Invest in Historic City and Cultural Heritage

- ❖ Create a **symbiotic relation between communities and local economic development**, with the objective of leveraging historic cities as service hubs for **internal users** and destinations for **external users**
- ❖ Reduce poverty by creating **permanent job opportunities** and stimulate the local economy by supporting the **private sector**
- ❖ Imply **environmentally friendly** and **low-carbon technologies**
- ❖ Support **social development** for the benefit of local communities, involve them in **bottom-up urban development** addressing their basic needs



Why cultural heritage is important for the WB in ECA.

- Culture supports a sense of identity and gives citizens a perspectives on where their nation comes from
- Culture can also have very strong impact on economic development if well integrated in development plans
- Culture has also important social benefit if mechanisms for equity in access and in sharing benefits are integrated



Background

- **ECA has a rich and diversified heritage of cultural and natural assets**
- **Major political and economic changes of the 1990s left**
- **ECA's cultural heritage vulnerable to damage and loss.**
- **The Bank's heritage and community-based tourism projects responded to address, and partially compensate for, the lack of government support and capacity**
- **Since 1997, ECA supported a wide variety of conservation, tourism, community and economic development activities that addressed cultural assets.**
- **Using culture as an asset for local development**
- **Size of projects: from \$ 150,000 to \$ 250 millions. LIL were on average \$ 5 millions**



ECA's Portfolio – 1996-2011

■ Loans

1. **Russia Federation, St. Petersburg Center City Rehabilitation Project - FY97**
2. **Georgia Cultural Heritage Project (LIL) -FY 98**
3. **Romania Cultural Heritage Project (LIL) -FY98**
4. **Bosnia/Herzegovina Cultural Heritage Pilot Project -FY 99**
5. **Azerbaijan Cultural Heritage Preservation Project (LIL) -FY01**
6. **Macedonia Community Development and Culture Project (LIL) -FY 01**
7. **Russian Federation, St. Petersburg Economic Development Project -FY03**
8. **Albania Integrated Coastal Zone Management and Clean-Up Project -FY05**
9. **Georgia Protected Areas Development Project –FY01**
10. **Azerbaijan Rural Environment Project –FY05**
11. **Russia – Preservation and Promotion of Cultural Heritage Project (FY11)**

■ Grants/TA

1. **Georgia Cultural Heritage Initiative (IDF) - FY 96**
2. **Albania Support to Butrint National Park Management (IDF) – FY99**
3. **Armenia Cultural Heritage Initiative (IDF) –FY 99**
4. **Central Asia Trans-boundary Biodiversity Project (GEF) –FY99**
5. **Trans-Caucasus (Georgia, Armenia, Azerbaijan) Trans-Caucasus Tourism Initiative (TCTI) – FY 02**
6. **Croatia Karst Ecosystem Conservation (GEF) –FY 02**
7. **Community Empowerment for Cultural Tourism and Heritage Protection in ECA (Georgia and Uzbekistan) (TFESSD) –FY 04**
8. **Azerbaijan Rural Environment Project (GEF) –FY 05**
9. **Albania Butrint Global Biodiversity and Heritage Conservation Project (GEF) – FY 07**
10. **Bosnia Herzegovina Forest and Mountain Protected Areas Project (GEF) – FY 08**
11. **Albania and Montenegro Lake Skadar Shkoder Integrated Ecosystem Management Project (GEF) -FY 08**
12. **Economic Impact Evaluation of Heritage Projects in ECA (Georgia and Macedonia) (TF) - FY10**



Common Features of CH initiatives

- **Cultural Heritage Conservation**
- **Tourism Development**
- **Community Development and CDD Approaches**
- **Institutional Capacity Building and local development**



Investments Cultural Heritage Conservation

- **Conserving historic buildings/street infrastructure for urban regeneration**
- **Adapting historic buildings to create new uses and income streams**
- **Upgrading inventories to increase their information and accessibility**
- **Training for heritage workers to raise conservation standards and increase income**
- **Training for artisans to save traditional skills and increase income**
- **Providing small competitive grants to encourage community interest and innovation**



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Conserving historic buildings and upgrading infrastructure for urban regeneration



Tbilisi, Georgia (before)



Tbilisi, Georgia (after)



Investments Tourism Development

- **Developing tourism assessments, analysis and strategies to support realistic investments and expectations**
- **Training tourism providers (B&B owners, tour operators) to strengthen hospitality and profitability**
- **Providing small competitive grants to prepare new tourism services and products**
- **Improving site presentation and marketing to raise visitor and community interest and appreciation**
- **Upgrading tourism infrastructure to increase safety and amenities (paths, railings, benches, landscaping, lighting, basic services (water, sanitation))**



Developing tourism assessments and analysis to support realistic investments and expectations



Bosnia-Herzegovina



Albania

ITFCSD Study: Albania, Bosnia-Herzegovina, Montenegro, Serbia

FBS: tourism strategy development in Tatarstan



Training for tourism providers to raise levels of service and profitability



B&B owners, Azerbaijan



Butrint Park Rangers, Albania



Community Development & CDD Approaches

- **Supporting group formation, organization, and participatory planning and decision making for heritage conservation and promotion**
- **Building local planning skills for tangible and intangible heritage conservation**
- **Adapting existing museums or other historic buildings to support community –based artisan training and crafts centers**
- **Promoting community cohesion and reconciliation**
- **Empowering civil society and increasing government accountability**



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Supporting group formation and participatory decision making to build capacity



Uzbekistan



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Supporting civil society and building local government capacity to respond to community needs



Azerbaijan



Armenia

Trans-Caucasus Tourism Initiative: Armenia, Azerbaijan, Georgia



Institutional Capacity Building

- **Improved skills for Ministries of Culture and Conservation Institutes**
- **Upgraded inventories and equipment to increase ease of recording, updating and sharing information**
- **Raised conservation and restoration standards through cooperation with international organizations and introduction of business practices**
- **Contributed to legal reforms supporting heritage conservation**
- **Established permanent agencies for the management of historic areas**
- **Increased knowledge and skills in stakeholder consultation and cooperation with CSOs**
- **Encouraged integrated government planning through multi-agency steering committees for project work**
- **Improved capacity of federal cultural institutions to generate income.**
- **Establishment of partnerships among municipal government, central government, and other donors**
- **Use integrated site development approaches for cultural heritage to support regional diversification and institutional synergies**



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Adapting historic buildings for new uses and income streams



Cultural Center, Macedonia



Art Gallery, Macedonia



Cultural heritage for regional development Russia Preservation and Promotion of Cultural Heritage



- **Key Dates:**
- **Approved :** December 07, 2010
- **Expected effectiveness:** June 2011
- **Closing:** January 01, 2017
- Total Project Cost
- **USD 250.50 millions**
(100 millions IBRD loan)



Directions for Future Bank Operations

- **Cultural heritage/tourism and local development (municipal development, community-based, fund for culture and local development):** CH as a tool to foster local economic development, with a strong focus on capacity building of local institutions and communities (example: CH project in Russia, CH and community based projects). CH offers opportunities for fee-for-service operations (Romania, Tatarstan, etc)
- **Urban revitalization:** more classic renovation and urban renovation projects with strong social/economic impacts
- **Intangible cultural heritage activities (post conflict, urban migration, youth):** cultural promotion among/across communities, groups, medium for minorities promotion (Roma, migrants, youth), post conflict social reconstruction.
- **Cultural heritage preservation & climate change/disaster risk management:** built around emerging themes of resilience of CH sites to climate shocks and natural disasters, to preserve CH sites from possible natural threats and raise local awareness and capacity about those threats.



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Thank you

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