29–31 октября 2014 г.
Минск, Несвиж, Беларусь
Международный научно-практический семинар стран СНГ и Балтии
Интеграционный подход в управлении объектами всемирного наследия

October 29–31, 2014
Minsk, Niasvizh, Belarus
International seminar of the CIS and Baltic countries
Integrated Approach to the Management of the World Heritage Properties
International Scientific and Practical Seminar
of CIS and Baltic countries

INTEGRATED APPROACH
TO THE MANAGEMENT OF
THE WORLD HERITAGE PROPERTIES

Minsk, Niasvizh, Belarus, October 29–31, 2014
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Seminar concept</td>
<td>5</td>
</tr>
<tr>
<td>Programme Committee</td>
<td>9</td>
</tr>
<tr>
<td>Organizing Committee</td>
<td>10</td>
</tr>
<tr>
<td>Programme</td>
<td>11</td>
</tr>
<tr>
<td>Список участников / List of participants</td>
<td>16</td>
</tr>
</tbody>
</table>
The Concept of the Seminar

Introduction
The International Seminar of the CIS and Baltic countries ‘Integrated Approach to the Management of World Heritage Properties’ will take place on 29–31 October 2014. The seminar has been organized with the support of the UNESCO Moscow Office and in collaboration with the Ministry of Culture of the Republic of Belarus, the National Commission of the Republic of Belarus for UNESCO, the Foundation ‘Cultural Heritage and Modernity’ (Belarus) and the Institute for Culture of Belarus. Museum experts from Armenia, Azerbaijan, Belarus, Republic of Moldova, Russian Federation, Ukraine and the Baltic countries will attend the seminar.

The seminar has been developed according to UNESCO strategic objectives in natural and cultural heritage protection through the implementation of 1972 and 2003 UNESCO Conventions and according to the Resolution of UN General Assembly ‘Culture and Sustainable Development’ (20.12.2013) and other fundamental documents of UNESCO and the United Nations. The project is based on the understanding of heritage as a key driver to sustainable development, involving in its scope different levels of society through sustainable tourism, educational dialogue and joint activities.

The seminar addresses practical issues in regard to capacity development for the effective management of World Heritage sites, taking into account current trends and best practices by introducing an integrated approach to heritage protection, increasing interactions with local communities, promoting sustainable tourism and the expansion of educational and youth initiatives for the effective implementation of UNESCO Conventions in the field of culture.

Visits and analyses of two Belarusian World Heritage sites, the ‘Architectural and Cultural Complex of the Radziwills’ Residence in Niasvizh and the ‘Mir’ Castle Complex, will be integrated in the seminar's program.

The Working languages of the seminar are Russian and English.

Current Challenges
Nowadays there are more than 50 World Heritage sites within CIS countries. These sites require constant efforts from authorities and the society for their safeguarding and optimum use that is not endangering the fundamental values of these properties. The only way to protect these sites is the presence of well-trained managers with developed theoretical knowledge and practical management skills able to implement targeted policies through a highly professional approach. The imperative issues faced by CIS countries in this regard are: the training of skilled personnel, the enhancement of cooperation and constant experience exchange within it and World Heritage sites safeguarding and management. Unfortunately, most of the existing personnel working at Heritage sites in CIS countries has never attended any graduate, postgraduate or career-upgrading trainings. Moreover, there are real gaps in these countries’ legislation regarding the protection of historical and cultural heritage and opportunities for cooperation between experts are lacking. The goal of this and following seminars on the subject is in fact the creation of a platform for
stable cooperation among experts from CIS countries, which share similar socio-economic and political conditions, are well-connected at the global level and, most importantly, have no language barrier. Nonetheless, it is also crucial for further improvement the expansion of this cooperation outside the CIS framework, in Europe and, generally, in a wider international context.

The topic of the seminar

Background Information. In 1986, Sir Bernard Feilden defined ‘heritage conservation’ as: ‘the dynamic management of changes in order to reduce as much as possible the pace of decay. Cultural, scientific, technical and natural heritage and resources should be considered as original documents and valuable components. Interventions should be limited to actions strictly necessary to the further conservation of heritage, and the techniques and materials used should not impede future researches and conservation. Conservation requires comprehensive socio-economic, legal and cultural actions, integrated at all levels’.

In today’s world the understanding of heritage has undergone significant changes: from individual monuments and sites, the term came to comprehend historic towns, cultural landscapes and whole regions. The philosophy of conservation has shifted its focus to conceptualize conservation as the protection of monuments together with their surrounding cultural and natural environments (Integrated Conservation). Integrated conservation is the management of changes for the preservation of the significance and the meaning of heritage. It is a well-designed scientific-professional discourse and, at the same time, a practical mean for the conservation and management of natural and cultural heritage, also contributing to urban planning development and to ecological, architectural and nature conservation.

In Europe, the theoretical roots of Integrated Conservation lay in the concept of conservazione integrata, introduced by Piero Gazzola and promoted by the Council of Europe as the core component of the European Charter of the Architectural Heritage (1975). In Sweden, the concept of IC had been introduced already in the 1960s, and led to the establishment of a comprehensive theory on heritage conservation and of innovative higher-education and research programs in the field of integrated conservation at the University of Gothenburg (Engelbrektsson, et al. 1987; Engelbrektsson & Rosvall, 2003).

Recently, the concept has further developed and is now referred to in professional articles as ‘Sustainable Integrated Conservation’ (SIC). SIC stands for the integration of efforts during the whole process of protection of cultural heritage, i.e. from planning to actual management. Sustainable Integrative Conservation contributes to the transformation of a cultural heritage site into an asset that contributes to the cultural, social, political, economic, environmental and physical developmental dimensions of a region. According to SIC theory, heritage conservation can benefit municipalities and communities in the following ways:

- **Economically**: heritage conservation contributes to the creation of new jobs, the increase in property value, the upgrade of residential areas and the development of a wide range of touristic attractions.
- **Socially / Culturally**: heritage conservation as a socio-cultural activity not only preserves the history of a community and its traditions, but it also fosters self-identification and the development of patriotism at all levels.
• Environmentally: heritage conservation helps reducing reliance on new and environmentally-damaging building materials while contributing to the decrease of their intensive energy production. Heritage conservation fosters the re-use of existing building materials in order to both extend the life of a building and its components and rehabilitate damaged building materials.

SIC relies on an inter-disciplinary approach to heritage management, which also includes the participation of local citizens and stakeholders and requires integrative systemic thinking. Sustainable Integrative Conservation affects conservation in all of it forms: tangible, intangible, single monuments, environment and even those communities, living on the heritage’s territory and influencing its development. The aim of SIC is not ‘conservation for conservation’, but the integration of heritage into the processes of nowadays life, enabling it to directly influence sustainable development and the improvement of quality of life among locals communities.

Aims and objectives of the seminar. The seminar focuses on the contemporary integrated approach to the management of World Heritage properties, which has been successfully developed in several world countries, but has not yet been properly understood nor implemented in CIS countries. The participation of experts from Baltic countries in the seminar will foster the seminar participants to expand their knowledge in this field, establish stable professional relations also outside the CIS framework and exchange experiences.

The objectives of the seminar:
• Help CIS member-states in identifying priorities and available resources to improve the management of heritage sites and ensure their social recognition.
• Acquaint the seminar’s participants with current heritage management practices in Europe and the CIS.
• Establish a regional CIS platform for the exchange of achievements and good practices in historical and cultural heritage protection, promotion and use and in sustainable tourism development.
• Discuss the experience of the integrated approach implementation to heritage management in Europe. Present successful practical examples from CIS countries in regard to dialogue with communities and stakeholders for effective heritage sites use and conservation.

The seminar will cover the following aspects:
• Heritage conservation as a key factor for sustainable development.
• A new interpretational paradigm for protected heritage sites in the context of integrated conservation.
• Effective management of World Heritage sites. Conclusions and results of the Second Cycle of Periodic Reporting on the implementation of the 1972 UNESCO Convention in Europe and North America.
• Identification, evaluation and improvement of heritage management in consideration of integrative conservation.
• Key aspects of heritage sites monitoring.
• World heritage management: how to make all participants visible and active?
• The role of youth and local communities in heritage sites safeguarding and use.
• The new role of heritage sites in sustainable tourism development.

The present seminar is a coherent continuation of the two previous regional seminars for CIS countries coordinated by UNESCO Moscow Office (Safeguarding World Heritage in the Context of New Global Challenges – March 1–3, 2011, Moscow, Russia; World Heritage Properties: Conservation and Use for Sustainable Development – 22–26 May, 2012, Minsk, Mir Castle, Belarus) and it acts in accordance with their recommendations to effectively develop and utilize World Heritage sites and cooperate with local communities. The seminar will analyze the results of the Second Cycle of Periodic reporting of UNESCO, which has been completed by most of CIS countries in July 2014.

Participants
The primary audience of the seminar will be representatives of expert communities in the field of historical and cultural heritage and World Heritage sites (40 persons) and of relevant ministries and departments from the cluster countries of UNESCO Moscow Office, i.e. Armenia, Azerbaijan, Belarus, the Republic of Moldova and the Russian Federation, as well as Ukraine and the Baltics, i.e. Lithuania, Poland and Latvia.

Expected Results
The seminar will act as a platform for the exchange of information and experience between experts of CIS and Baltic countries on the management of historical and cultural heritage, including World Heritage sites. It will foster the discussion on contemporary challenges, the development of methods to implement integrated conservation into heritage sites management and the establishment of long-term partnership and cooperation among countries with similar socio-economic, political and cultural developmental background.

The seminar will contribute to a better understanding of the role and importance of UNESCO Conventions of 1972, 2003. It will provide an opportunity to evaluate the results of their practical implementation and their contribution in supporting the concept of cultural and natural heritage diversity as a factor of sustainable development.

During the seminar outcomes and recommendations will be formulated, particularly in regard to the development of plans for historical and cultural heritage sites management and utilization in the CIS and Baltics countries, and to the organization of a definitive path for the development of regional cooperation and networks.

During the Seminar and according to its outcomes, the expert group will conduct thematic studies and prepare the Policy Brief on ‘Development of Integrated Approach to the Management of World Heritage Properties in the CIS Countries’. The Policy Brief will be available in electronic format on the website of UNESCO and the Foundation ‘Cultural Heritage and Modernity’.
Programme Committee

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Alla
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Consultation
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Liubava
Programme Specialist for Culture UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova, and the Russian Federation
## Programme

*The format:* thematic sessions with key reports and individual panel debates; program participants' presentations on the topic ‘Best practices’.

<table>
<thead>
<tr>
<th>Date and time, venue</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>28.10.2014</strong></td>
<td>Arrival of participants, accommodation in a hotel</td>
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<tr>
<td><strong>29.10.2014</strong></td>
<td><strong>9.30 – 10.00</strong> Registration of participants</td>
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<tr>
<td>Conference Hall of CIS Headquarters, Minsk, 17 ul. Kirova</td>
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<tr>
<td><strong>10.30 – 10.40</strong></td>
<td>Introduction to the seminar topic</td>
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<tr>
<td>Conference Hall of CIS Headquarters, Minsk, 17 ul. Kirova</td>
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<td><strong>10.40 – 11.00</strong></td>
<td>Sustainable Integrated Conservation: professional and conceptual aspects</td>
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**Welcome Speeches:**
- A. Yatsko, Deputy Minister of Culture of the Republic of Belarus
- Yu. Ambrazevich, Executive Secretary of the National Commission of the Republic of Belarus for UNESCO
- V. Garkun, Deputy Board Chairman of the Executive Committee of the CIS
- L. Moreva, Programme Specialist for Culture UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova, and the Russian Federation
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<tr>
<th>Date and time, venue</th>
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| 11.00 – 11.15 | Legal Framework for Protection of World Cultural Heritage Sites in Belarus  
*I. Chernyavskiy*, Head of the Division on Historical and Cultural Heritage Protection, Ministry of Culture of the Republic of Belarus |
| 11.15 – 11.50 | Coffee / tea |
| 11.50 – 12.20 | The role of conservation in heritage sites protection and management  
*D. Bubnovski*, Head of the Department of Design and Architectural Forms, ‘Belrestoration’, Belarus |
| 12.20 – 13.00 | Thematic Discussions |
| 13.00 – 13.20 | Vilnius: within UNESCO World Heritage List and the vortices of globalization  
*A. Gučas*, architect project manager at ‘UAB Urbanistika’, Lithuania |
| 13.20 – 13.25 | Unique technologies – a new approach to the management of World Heritage sites  
*M. Kurochkin*, Chief of the Department of Communications, ASCREEN IM, St. Petersburg, Russia |
| 13.35 – 14.00 | Thematic Discussions |
| 14.00 – 14.40 | Lunch |
| 14.40 – 16.00 | Speeches from representatives of the countries participating in the seminar:  
*Russia:*  
*N. Maksakovskiy*, Head of the Center for the Monitoring of World and National Cultural and Natural Heritage, Russian Institute for Cultural and Natural Heritage named after D. Likhachev, Moscow |
INTEGRATED APPROACH TO THE MANAGEMENT OF THE WORLD HERITAGE PROPERTIES

**Date and time, venue** | **Event**
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**Belarus:**

*A. Stashkevich*, Chief of the Department of the Preservation of Historical and Cultural Heritage, Institute of Culture of Belarus

**Armenia:**

*A. Arakelyan*, Deputy Director of the International Relations Department, Ministry of Culture of the Republic of Armenia

**Azerbaijan:**

*A. Shakyurova*, Senior Consultant of the Department of Cultural Heritage, Ministry of Culture and Tourism of Azerbaijan Republic

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<th>Time</th>
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<tr>
<td>16.00 – 16.30</td>
<td>Coffee / tea</td>
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<tr>
<td>16.30 – 17.30</td>
<td>Thematic Discussions</td>
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<tr>
<td>17.30 – 18.00</td>
<td>Summary of the day</td>
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<td>18.00 – 20.00</td>
<td>Cocktail reception. Informal communication</td>
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**30.10.2014**

National Historical and Cultural Museum-Reserve ‘Niasvizh’

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08.00</td>
<td>Departure of all the participants to Niasvizh from hotel ‘Yubilejny’</td>
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<tr>
<td>10.00 – 12.00</td>
<td>Visit of the World Heritage site</td>
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<tr>
<td>12.20 – 13.00</td>
<td>Lunch</td>
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<tr>
<td>13.00 – 13.40</td>
<td>Session 4</td>
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**MANAGEMENT PLANS FOR HERITAGE SITES AND THEIR EFFECTIVENESS. CONCEPTS, APPROACHES, ISSUES**

**Moderators:** *N. Maksakovskiy*, Head of the Center for the Monitoring of World and National Cultural and Natural Heritage of the Russian Research Institute for Cultural and Natural Heritage named after D. Likhachev, Moscow

*A. Stashkevich*

**Speeches:**

*N. Filatova*, Consultant, Department of Control, Supervision and Licensing in the Field of Cultural Heritage, Ministry of Culture of the Russian Federation

*L. Apostolova-Sossa*, Chief architect of the National Reserve ‘Sophia of Kyiv’, Ukraine
Date and time, venue | Event
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13.40 – 14.30 | Thematic Discussions
14.30 – 16.00 | Session 5 FROM THE EXPERIENCE OF THE MANAGEMENT OF WORLD HERITAGE

**Participants presentations, including discussion**

**O. Titova**, Head of the Management and Development service of ‘Churchyard of Kizhi’ World Heritage Site, Russia

**A. Karapetyan**, Director of Museums and Archives of the Echmiadzin Monastery, Armenia

**I. Lozhechnik**, Scientific Secretary of the Castle Complex ‘Mir’, Belarus

**M. Haida**, Deputy Director of the Institute for Researches on Monument Conservation, Ministry of Culture of Ukraine, Lviv

**L. Ivakhnina**, Scientific Secretary of the National Historical and Cultural Museum-Reserve ‘Niasvizh’

**M. Ovdii**, Head of the Department of Geodesy, Mapping and State Informatic Agency for Land Relations and Inventory of the Republic of Moldova

16.00 | Light dinner
17.00 | Departure to Minsk

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**31.10.2014**

| Hotel ‘Yubileiny’, Conference Hall ‘Grand’ | Session 6 THE USE OF WORLD HERITAGE SITES WITH THE AIM OF SUSTAINABLE DEVELOPMENT

**Moderators:** **V. Glinnik**, architect, Board Chairman, Foundation ‘Cultural Heritage and Modernity’, Belarus;

**L. Apostolova-Sossa**, Chief architect of the National Reserve ‘Sophia of Kyiv’

9.30 – 10.00 | Heritage management. How to make all actors visible and active?

**A. Mikhailov**, Head of the Department of Protection Zones of the Cultural Heritage Properties, Committee on the State Control, Use and Protection of Historical and Cultural Monuments, St. Petersburg, Russia
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<th>Date and time, venue</th>
<th>Event</th>
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<tbody>
<tr>
<td>10.00 – 11.00</td>
<td>Thematic Discussions</td>
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<tr>
<td>11.00 – 11.20</td>
<td>Coffee / tea</td>
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| 11.20 – 11.40       | Sustainable tourism: conceptual and practical approaches to the management of tourist flows  
*T. Matyl*, architect, specialist in the field of cultural heritage preservation |
| 11.40 – 12.00       | Historical and cultural potential of Polotsk as a unique object of cultural tourism  
*T. Dzhumantaeva*, Director of Polotsk National Historical and Cultural Museum-Reserve |
| 12.00 – 13.00       | Thematic Discussions |
| 13.00 – 14.00       | Lunch |
| 14.00 – 14.30       | Youth and local communities participation in the preservation and use of World Heritage properties  
*R. Zabello*, architect, PhD student of the Belarusian National Technical University |
| 14.30 – 15.30       | Thematic Discussions |
| 15.30 – 17.00       | SUMMING UP OF THE SEMINAR’S OUTCOMES. FORMULATION OF RECOMMENDATIONS  
Moderators: *A. Stashkevich, N. Maksakovskiy* |
| 17.00               | Departure of participants |
|                     | 1.11.2014 |
|                     | Departure of participants |
Список участников / List of participants

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<tbody>
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**International Scientific and Practical Seminar of CIS and Baltic countries**

**INTEGRATED APPROACH TO THE MANAGEMENT OF THE WORLD HERITAGE PROPERTIES**

*Minsk, Niasvizh, Belarus, October 29–31, 2014*

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<th>Contact Information</th>
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INTEGRATED APPROACH TO THE MANAGEMENT OF THE WORLD HERITAGE PROPERTIES
Minsk, Niasvizh, Belarus, October 29–31, 2014

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### Integrated Approach to the Management of the World Heritage Properties

**Minsk, Niasvizh, Belarus, October 29–31, 2014**

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