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# Fostering Our Common Heritage

## Implementation Plan for the National World Heritage Strategy until 2025

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Implementation Plan for the National World Heritage Strategy until 2025

Ministry of Education and Culture, Helsinki 2016

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<b>Abstract</b>  The Implementation Plan for the National World Heritage Strategy presents concrete measures to implement the objectives laid down in the National World Heritage Strategy 2015–2025. The Government adopted the strategy by its resolution on 16 April 2015. According to the National World Heritage Strategy, Finland fosters the World Heritage and the Finnish World Heritage sites stand as examples of protection, management and presentation for other countries. World Heritage sites are a form of living heritage shared by everyone.  The implementation plan is divided into five main strategic guidelines in the same manner as the strategy itself: World Heritage policy in Finland, preservation of world heritage sites, capacity building, raising awareness on World Heritage and presentation of sites, and communities.  At the moment, there are seven World Heritage sites in Finland, six cultural heritage sites and one natural heritage site. This calls for cooperation between the different central government actors. Cooperation and dialogue are also requirements for a successful implementation of the strategy, as it concerns not only the central government but also the actors responsible for the World Heritage sites and their stakeholders. World Heritage sites function as resources for the regions they are located in – they constitute attractive tourist destinations that boost the business activities in the region. Furthermore, the sites constitute diverse learning environments that support sustainable development and lifelong learning.			
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## **Fostering Our Common Heritage**

### **Implementation Plan for the National World Heritage Strategy until 2025**



Photo: Sirkka Image, Markus Sirkka.

## FOREWORD

The Government adopted the National World Heritage Strategy 2015–2025 by its resolution of 16 April 2015. According to the World Heritage Strategy, Finland fosters the World Heritage and the Finnish World Heritage sites stand as examples of protection, management and presentation for other countries. World Heritage sites are a form of living heritage shared by everyone.

On 1 February 2016, the Ministry of Education and Culture appointed a working group to draw up a plan for the implementation of the main guidelines and measures proposed in the National World Heritage Strategy. According to the appointment decision, the task of the working group was to modify the measures proposed in the strategy into practical implementation plans presenting the implementation methods, parties responsible for the implementation, timetables, cost effects and monitoring of each measure.

The working group convened five times. In the course of its work, the working group visited all Finnish World Heritage sites to hear the views of the site managers and stakeholders on the implementation of the strategy. The working group received 36 comments on its proposal of 22 September 2016 and finalised the implementation plan based on them.

The working group was chaired by Director Hannu Sulin from the Ministry of Education and Culture. The members of the working group were chairperson Margaretha Ehrström from ICOMOS Finland; Environment Counsellor Jukka-Pekka Flander from the Ministry of the Environment; Desk Officer Marjaana Kokkonen from the Ministry for Foreign Affairs, representing the IUCN National Committee of Finland; Executive Director Hanna Lämsä from the Association of Cultural Heritage Education in Finland; Senior Officer Mirva Mattila from the Ministry of Education and Culture; Head of Development Petteri Takkula from the Governing Body of Suomenlinna, representing the ICOMOS World Heritage Work Group; Senior Planning Officer Päivi Tervonen from Metsähallitus; Senior Adviser Hannu Vainonen from the Ministry of Education and Culture; and Senior Adviser Stefan Wessman from the National Board of Antiquities. The secretary of the working group was Wiktoriina Hurskainen from the Association of Cultural Heritage Education in Finland.

The working group will submit the implementation plan to Minister of Education and Culture Sanni Grahn-Laasonen and Minister of Agriculture and the Environment Kimmo Tiilikainen.



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## Introduction

As a State Party to the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage (hereinafter the World Heritage Convention), Finland has undertaken to foster and conserve the World Heritage, to protect and transmit the Outstanding Universal Values of the World Heritage sites to future generations, to present the sites, and to disseminate information on the World Heritage. The National World Heritage Strategy and its implementation plan are based on these commitments.

The five main strategic guidelines of the strategy include 14 objectives and a total of 41 measures to achieve the objectives. To implement these measures, the working group proposes more than 90 concrete implementation methods.

In the formulation of the implementation methods, the working group has utilised the feedback it received during the visits to the Finnish World Heritage sites. The concrete objectives brought up in the discussions with the site actors have been translated into guidelines included in the implementation plan. This is visible also in the fact that some of the implementation methods are more concrete than others. Some of the proposed measures were even carried out when the working group was still preparing the implementation plan.

The working group has also proposed timetables and responsible parties for the implementation of the measures. Where the plan does not provide a specific timetable for an individual measure, the objective is to implement the measure within the term of the National World Heritage Strategy, i.e. by 2025.

A key requirement for a successful implementation of the strategy is solid cooperation between the parties responsible for the World Heritage sites and the stakeholders. According to the working group, regional councils and provincial museums play an important role at the regional level. The role and responsibility of the management board of a World Heritage site in the resource acquisition is emphasised. Those measures that the working group proposes to be implemented by the state will be carried out within the limits set by the decision on the central government spending limits and the Budget.

In addition to cooperation, a common understanding of the special characteristics of an individual World Heritage site lays down a good foundation for the sustainable use of the site and for future improvements of the activities – in a manner that benefits all of the parties. The allocation of resources in accordance with the implementation plan will also support sustainable development in a comprehensive manner. Many of the proposed implementation methods reinforce the public administration and provide more opportunities for private persons to influence and participate in the management and activities of the World Heritage sites.

In addition to the implementation methods, the implementation plan includes supplementary texts describing projects and good practices related to the World Heritage sites, brought up in connection with the working group's visits to these sites. These practical examples cast a light especially on the significance of World Heritage sites. The World Heritage sites function, first and foremost, as resources for the regions they are located in. They constitute attractive tourist destinations that boost business activities in the region. Furthermore, the sites constitute diverse learning environments that support lifelong learning.

The working group emphasises that the primary purpose of the National World Heritage Strategy and its implementation plan is to function as versatile tools for the state administration, parties responsible for the World Heritage sites and their management boards in managing their activities. The purpose of the implementation plan is also to support the recently founded Association of World Heritage Sites in Finland in shaping its activities.

## Main strategic guidelines

Vision 2025	Finland – Fostering the World Heritage World Heritage sites – Exemplary protection, management and presentation Empowering the locals – transmitting the (living) heritage				
STRATEGIC VALUES	SUSTAINABILITY – CREDIBILITY – ENTHUSIASM				
THE THREE PILLARS OF THE STRATEGY	THE VALUE OF THE WORLD HERITAGE SITES - NETWORKS OF STAKEHOLDERS - ACTIVITIES CREATING NEW OUTCOMES				
THE MAIN STRATEGIC GUIDELINES	1. World Heritage policy in Finland	2. Preservation of world heritage sites	3. Capacity building	4. Raising awareness on World Heritage and presentation of sites	5. Communities
THE PROPOSED MEASURES	A visible and credible world heritage policy An up-to-date tentative list with well-considered site proposals	National legislation that recognises World Heritage Convention Exemplary protection and management Up-to-date information of the sites gained through monitoring	Increased cooperation and clarified distribution of roles Sufficient economic resources High-quality competence	World heritage education increases understanding of the unique nature of heritage Information enriches the experience of world heritage The strategy for sustainable tourism supports visitor management and ensures a valuable experience Accessibility and high-quality services for visitors	Regional and local operators commit to common goals Versatile voluntary activities and close cooperation with companies create opportunities

The National World Heritage Strategy provides an overview of the World Heritage Convention and the Finnish World Heritage policy. Furthermore, the strategy describes the current state of World Heritage activities in Finland. The World Heritage List includes seven properties in Finland. The cultural heritage sites are the Fortress of Suomenlinna (1991), Old Rauma (1991), Petäjävesi Old Church (1994), Verla Groundwood and Board Mill (1996), Bronze Age Burial Site of Sammallahdenmäki (1999), and the Struve Geodetic Arc, a serial site stretching across the territory of ten countries (2005). In addition, the list includes one natural heritage site in Finland, Kvarken Archipelago (2006), which together with Sweden's High Coast is a serial site.



The vision of the strategy comprises three perspectives, each with a national and international dimension.

1. *Finland – Fostering the World Heritage*

The strategy outlines that the Finnish World Heritage policy should be active, visible and reliable. In all activities, Finland uses its expertise and supports openness. The state, municipalities and site owners are responsible for the sites.

2. *World Heritage sites – Exemplary protection, management and presentation*

The protection, management, restoration and presentation of World Heritage sites form the foundation for World Heritage activities. According to the strategy, World Heritage sites lead the way in both adopting the principles of sustainable development and practical protection work. The use of the sites is planned in a flexible way so that their values and significance are retained.

3. *Empowering the locals – Transmitting the (living) heritage*

World Heritage sites are a form of living heritage shared by everyone. The strategy outlines that the sites are developed by interacting with regional stakeholders, local communities, associations and citizens. When well conserved, the sites will be preserved for future generations and will bring joy, benefits and added value to their environments.

There are five strategic main guidelines and they include a total of 14 objectives.

1. National and international objectives are outlined for the World Heritage policy in Finland: a visible and credible World Heritage policy and an up-to-date tentative list with well-considered site proposals.
2. Preservation of World Heritage sites is facilitated by national legislation that recognises the World Heritage Convention, exemplary protection and management of the sites, and up-to-date information of the sites gained through monitoring.
3. Capacity building must be ensured in order to protect, manage, restore and present the sites. The objective is to increase cooperation and distribute the roles clearly, to guarantee sufficient economic resources, and to ensure high-level competence.
4. When it comes to raising awareness on World Heritage and presentation of sites, there are four objectives: to increase understanding of the unique nature of heritage through World Heritage education, to enrich the experience of World Heritage by providing information, to draw up a strategy for sustainable tourism to support visitor management and to ensure a valuable experience, and to guarantee accessibility and high-quality services for visitors.

5. Local communities provide resources and opportunities for the World Heritage sites. First, the goal is that the regional and local operators commit themselves to the common goals. Another goal is to create opportunities through versatile voluntary activities and close cooperation with companies.

# Implementation of the objectives set in the strategy

## Guideline 1. World Heritage policy in Finland

Objective for 2025: Finland will implement the obligations set by the World Heritage Convention and sustainably utilise the positive and significant cultural, economic and social aspects of the World Heritage Convention. Finland will strengthen its international role and expand its cooperation networks. In international contexts, Finland will emphasise its expertise and openness. New forms of activities will be developed by highlighting competences and areas of strength in our country. Finland's tentative list has been updated and proposals for nominations will be made systematically. The implementation of the World Heritage Strategy will be regularly monitored.

### Objective 1: A visible and credible World Heritage policy

**Measure 1:** Finland will have an active, international role and, as a member of the World Heritage Committee, emphasise expertise and openness in decision-making.

#### Course of action:

##### Work related to the governing bodies of the World Heritage Convention

- Finland\* will send an expert to ordinary sessions of the World Heritage Convention (General Assembly, Committee session) and other Convention-related expert meetings (thematic sessions, etc.).

\*Finland = Ministry of Education and Culture/Ministry for Foreign Affairs/Ministry of the Environment/National Board of Antiquities/Metsähallitus - State Forest Enterprise]

- Finland will advocate for the credibility of the World Heritage Convention, also with regard to the balance of the World Heritage List and the financial situation of the World Heritage Convention and Secretariat, as a full Member and Observer of the World Heritage Committee and in other applicable international meetings.
- Finland will exert its influence in UNESCO working groups dealing with the function of the World Heritage Convention (incl. funding).
- The regional departments and embassies of the Ministry for Foreign Affairs will be used as information sources in World Heritage Committee work for the purpose of monitoring the status of World Heritage sites.

#### **Broader international cooperation**

- Finland will work in cooperation with other Nordic countries and the Baltic states in World Heritage-related matters as well as exerting influence, including the Nordic rotation in UNESCO's governing bodies.
- On international projects, Finland will serve as an example of the good management of World Heritage sites (e.g. Sustainable Tourism and Connecting Practices projects).
- Finland will offer its expertise on cultural and natural heritage to the States Parties of the World Heritage Convention that need expert assistance, through, among others, the IUCN and ICOMOS.
- The Finnish Ministry of Education and Culture, Ministry for Foreign Affairs and Ministry of the Environment will increase awareness of the obligations that come with the World Heritage Convention when implementing Finland's development cooperation.
- The Finnish Ministry of Education and Culture, Ministry for Foreign Affairs and Ministry of the Environment will integrate the objectives of the World Heritage Convention in other cultural and environmental conventions mentioned in the strategy. Where applicable, the States Parties of the World Heritage Convention will be invited to sessions concerning these conventions.



### THE UNESCO WORLD HERITAGE AND SUSTAINABLE TOURISM PROGRAMME

The objective of The UNESCO World Heritage and Sustainable Tourism Programme is to foster increased awareness and integrate the development and management of sustainable tourism at World Heritage properties. A sustainable tourism toolkit was developed for use at sites, with ten thematically different "How-To" guides, which focus on, for example, understanding the site, setting a strategy, managing the site and committing to local actors. In the near future, the project will publish a new toolkit,

which will help site managers to assess to what extent tourism is being managed using sustainability criteria, within the framework of management and use plans. The toolkit also gives broader consideration to the local community perspective and stakeholder involvement. Use of the toolkit will facilitate the prioritisation of tourism-related administrative efforts to protect the values of a given site and influence local sustainable development.

<http://whc.unesco.org/sustainabletourismtoolkit/>

### CONNECTING PRACTICES PROJECT

ICOMOS and IUCN seek to strengthen their cooperation in the nomination evaluations of mixed sites containing cultural and natural values. Based on this, the expert organisations developed the project *Connecting Practices: Defining new methods and strategies to support Nature and Culture through engagement in the World Heritage Convention* in 2013. The goal of the project is to study and create new methods for recognizing and supporting natural and cultural values of World Heritage sites. The

project also aims to find coherent ways to manage cultural and natural sites. In the spring of 2016, project participants were presented with Finland's practical experiences in "management plan training", whose objective was to draft integrated management plans for natural and cultural sites. Switzerland will be testing the model in drafting management plans for its own sites.

**Measure 2:** On the national level, Finland will recognise and utilise the attractiveness of World Heritage and its positive cultural, economic and social impacts in a sustainable way.

#### Course of action:

- The Finnish Ministry of Education and Culture, Ministry for Foreign Affairs and Ministry of the Environment will use World Heritage sites as examples of sustainably managed sites and showcase them along with other cultural and natural heritage in Finland's national and international reports on sustainable development.

- The Finnish Ministry of Education and Culture, Ministry for Foreign Affairs, Ministry of the Environment and other ministries will use World Heritage sites as tour destinations for foreign visitors.
- Visit Finland will showcase the World Heritage sites as key attractions in its tourism productisation and marketing and increase their profile as part of Finland's national image.
- In 2017, the Finnish Ministry of Education and Culture and Ministry of the Environment will launch a study on the social and economic impacts of World Heritage sites.
- In 2017, using the resources they have at their disposal, the responsible parties for World Heritage sites will participate in national sustainable development work and implementation of Agenda 2030 by, for example: drafting their own sustainable development commitment to society; linking it to the cultural environment commitment made by the Ministry of the Environment and Ministry of Education and Culture; and urging, among others, their own regional partners to join in the commitment.
- In 2018, the Finnish Ministry of Education and Culture and Ministry of the Environment will compile an information packet on UNESCO conventions and related programme activities for site users and authorities.

**Measure 3:** The sites will be encouraged to engage in cooperative work to make World Heritage better known during the year of celebration for Finnish Independence in 2017 and also during the 50th anniversary of the World Heritage Convention in 2022.

**Course of action:**

- The World Heritage site exhibition produced by the National Board of Antiquities and Association of Cultural Heritage Education in Finland will be touring at World Heritage sites in 2017. The National Board of Antiquities, Association of Cultural Heritage Education in Finland and the responsible parties for World Heritage sites will market the exhibition to schools and other actors. The National Museum of Finland coordinates the travelling exhibition.
- The Finnish Ministry of Education and Culture and Ministry of the Environment will be coordinating the planning and implementation of the 50-year anniversary of the World Heritage Convention.

**Measure 4:** Finland will strengthen its international role by providing experts for international positions in both the World Heritage Centre and other States Parties. Finland will highlight its areas of strength in ICCROM's activities. International expert meetings will be held in Finland when possible.

**Course of action:**

- The Finnish Ministry of Education and Culture, Ministry of the Environment, National Board of Antiquities and Parks & Wildlife Finland will contribute their expertise and, if possible, funding to the UNESCO World Heritage Leadership programme, which is funded by the state of Norway and coordinated by ICCROM and IUCN.
- ICOMOS Finland, IUCN National Committee of Finland, the National Board of Antiquities and Parks & Wildlife Finland will offer their specialised expertise to inter alia the assessment of the State of Conservation and nomination processes of World Heritage sites in other States Parties.
- If possible, the Ministry for Foreign Affairs will send a Junior Professional Officer to the World Heritage Centre.

#### THE WORLD HERITAGE LEADERSHIP PROGRAMME

Jointly developed by IUCN, ICCROM and the state of Norway, the *World Heritage Leadership* programme is based on the *Capacity Building* strategy, which was approved by the World Heritage Committee in 2011. Norway is providing an annual NOK 4.2 million in funding to the programme over a six-year period. The programme endeavours to establish more seamless cooperation between nature and culture sectors, the sharing of information and good practices, diversity and regional

balance as well as additional capacity at the local level.

Norway's priorities for the programme were drafted in cooperation with Nordic colleagues. The objective of the programme is to provide high-quality information in several languages, training courses and exchanges as well as international networks and learning environments. IUCN and ICCROM are jointly responsible for programme coordination and delivery.

**Measure 5:** Finland will encourage its World Heritage sites to participate in cooperation on national, Nordic and international levels, for example through the Friends of World Heritage initiative.

**Course of action:**

- The National Board of Antiquities and Parks & Wildlife Finland will encourage the responsible parties for World Heritage sites to join the World Heritage Leadership programme (twinning programme possibility).
- Founded in 2016, the Association of World Heritage Sites in Finland, which is also a member of the Nordic World Heritage Association, will monitor the management of Finnish World Heritage sites and coordinate contact between World Heritage sites.
- The National Board of Antiquities will support the participation of the responsible parties for World Heritage sites and other actors in international meetings (such as ICCROM, ICOMOS and IUCN training and expert events and the annual Nordic World Heritage Conference), which are key to site management.



### COOPERATION BETWEEN SITES AT THE NATIONAL AND INTERNATIONAL LEVEL

Metsähallitus is responsible for the management and administration of the Kvarken World Heritage Site and appointment of its advisory board. Together with the Swedish party, the site also has a joint Samrådsgrupp, which manages the region's joint governance, coordinates reporting for the UNESCO World Heritage Centre and approves the joint development and governance plan, whose aim is to create a cohesive identity for the region. The Samrådsgrupp has, among other things, produced a common brochure and logo for the region. The traditional "postal boat" rowing event between the Finnish island of Björkö and Swedish island of Holmö also reinforces the cohesive identity of the region.

The international nature of the Struve Geodetic Arc offers enormous opportunities for networking. The site, which is comprised of 34 station points in ten countries, is coordinated by a committee which

convenes every other year to discuss topical issues concerning the site and good practices. A joint project between the Struve station point at Oravivuori (Puolakka) and Petäjävesi Old Church *Maailmanperinnöstä voimaa paikallisiin palveluihin* (2016–2019) serves as an excellent example of networking at the national level. The project is led by the Humak University of Applied Sciences, with local Leader groups Jyväskylä and Vesuri serving as contributors. The objective of the project is to use the world-renowned World Heritage brand in the development and marketing of local services in Korpilahti and Petäjävesi as well as throughout Central Finland. During the project, participants will, for example, visit station points on Struve Geodetic Arc in Estonia, where interesting local products and events have been created around the sites.

**Measure 6:** Cooperation between World Heritage sites in Finland and in the developing world will be promoted.

#### Course of action:

- The responsible parties for World Heritage sites will work in cooperation with the Ministry of Education and Culture, Ministry for Foreign Affairs and Ministry of the Environment to explore opportunities for twinning sites in developing countries.

## Objective 2: An up-to-date tentative list with well-considered site proposals

**Measure 7:** There will be a study on bringing the World Heritage Convention into force in Åland, carried out in cooperation with the Government of Åland.

**Course of action:**

- The Convention is valid in the Åland Islands, which will be taken into consideration when implementing the measures of the implementation plan.
- The Government of Åland as well as the Ministry of Education and Culture and Ministry of the Environment, along with administrative branches, will discuss the national World Heritage strategy and its implementation plan in greater detail.

### THE WORLD HERITAGE CONVENTION AND ÅLAND ISLANDS

Finland ratified the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage in 1987 (Decree on Ratification of the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage, SopS 19/1987). Prior to the entry into force of the current Act on the Autonomy of Åland (1 January 1993), the consent of the Åland Legislative Assembly was required for any agreements which were ratified by law and

which also included provisions that fell within the purview of the Åland Islands. The fact that decree-level agreements did not require the consent of the Åland Legislative Assembly did not mean that they were not applicable in the Åland Islands. The Finnish Government had, at that time, acted in accordance with applicable legislation and the Convention is also valid in the Åland Islands.

**Measure 8:** The Ministry of Education and Culture will begin updating the tentative list of World Heritage sites in cooperation with the Ministry of the Environment. The aim is to update the tentative list by the year 2017.

**Course of action:**

- The task was assigned to the National Board of Antiquities in performance agreement negotiations between the Ministry of Education and Culture and the National Board of Antiquities. The National Board of Antiquities will work in cooperation with Parks & Wildlife Finland, hold hearings with national experts and the Åland Islands, and draft a proposal for an updated tentative list in Finland during 2018 based on these hearings and in accordance with the guidelines of the Strategy. The Ministry of Education and Culture and Ministry of the Environment decide on the Tentative List to be submitted to the World Heritage Centre based on the proposal.

**Measure 9:** The policies and operating methods recorded in this strategy will be complied with when updating the tentative list.

- The course of action is related to measure 8.

**Measure 10:** Finland will show restraint in proposing new sites for nomination.

- The course of action is related to measure 8.

## Guideline 2. Preservation of World Heritage sites

Objective for 2025: The Outstanding Universal Value (OUV), authenticity and integrity of World Heritage sites will be preserved, risks will have been anticipated and the management of the sites will be realised according to the principles of sustainable development. The preservation of sites and their buffer zones is integrated into other development plans with the help of updated management plans. The statutory basis and its interpretation will support the protection of World Heritage sites. The State of Conservation of sites will be regularly monitored.

### Objective 3: National legislation that recognises the World Heritage Convention

**Measure 11:** The statutory basis will be assessed in terms of its sufficiency and applicability to securing the protection of World Heritage sites and defining buffer zones. A study will be carried out to determine the need to include special rules regarding World Heritage in legislation and construction-related regulations, in accordance with the Cultural Environment Strategy.

**Course of action:**

- The Ministry of Education and Culture and Ministry of the Environment will strengthen the status of the World Heritage Convention when amending the existing legislation, particularly with regard to the Act on Protection of the Built Heritage, Church Act, Nature Conservation Act, Antiquities Act and Land Use and Building Act. The necessity of a separate World Heritage Act will also be explored.

**Measure 12:** It will be confirmed that the state uses the statutory basis and its interpretation to secure the preservation of Outstanding Universal Value (OUV) of World Heritage sites.

**Course of action:**

- Under ministerial supervision, the National Board of Antiquities will examine the purpose and principles of definition of buffer zones at the national and site levels as well as their consideration in legislation and land use planning. The National Board of Antiquities will draft a report in support of the above-mentioned legislative acts.

### Objective 4: Exemplary protection and management

**Measure 13:** All World Heritage sites will take care of the formulation of a management plan and will commit to implementing and updating it. Sustainable development will be taken into account throughout the protection and management activities of World Heritage sites.

**Course of action:**

- The responsible parties for World Heritage sites will update and implement their management plans in accordance with jointly agreed recommendations (course of action for Measure 20).



- The responsible parties for World Heritage sites will include the obligation to document and monitor measures carried out at sites as part of the implementation of management plans.
- Emergency services will take World Heritage sites into consideration in their risk-based allocation of emergency and rescue resources as well as giving sites priority in the emergency response centre system when drafting an emergency response plan.

## Objective 5: Up-to-date information of the sites gained through monitoring

**Measure 14:** The implementation of management plans will be regularly monitored.

### Course of action:

- The National Board of Antiquities and Parks & Wildlife Finland will be represented in the management boards of World Heritage sites within their respective administrative branches.
- The National Board of Antiquities and Parks & Wildlife Finland will monitor the implementation of management plans. The Association of World Heritage Sites in Finland coordinates interim assessments and the need for updates.

**Measure 15:** The World Heritage sites and expert authorities may work together to agree on national monitoring of the State of Conservation of the sites and themed evaluations with a cycle period of a few years.

### Course of action:

- The National Board of Antiquities and Parks & Wildlife Finland coordinate the drafting of periodic reports related to implementation of the World Heritage Convention as well as any necessary State of Conservation reports. The National Board of Antiquities and Parks & Wildlife Finland use the report information in national reporting and monitoring.
  - The National Board of Antiquities and Parks & Wildlife Finland draft an analysis of the site reporting information, which can be used to monitor risks associated with the World Heritage sites as well as objectives set for the development of resources and competence.

- The Ministry of Education and Culture and Ministry of the Environment use the reports in cooperation between cultural and environmental conventions.

### Guideline 3. Capacity building

Objective for 2025: Clear and open administration, sufficient resources and high-quality competence will guarantee the exemplary protection, management, restoration and presentation of World Heritage sites. The conservation boards of the sites will be responsible for implementing the management plans. Conservation boards will promote the integration of the protection goals into other development plans in the area. Best practices from World Heritage sites will also be widely adopted elsewhere.

### Objective 6: Increased cooperation and clear distribution of roles

**Measure 16:** A World Heritage forum will be regularly organised. The Ministry of Education and Culture and the Ministry of the Environment will be responsible for managing the forum.

#### Course of action:

- The Ministry of Education and Culture and the Ministry of the Environment will take turns organising the World Heritage Forum every other year in cooperation with the National Board of Antiquities and Parks & Wildlife Finland. Part of the Forum will be examining how the national World Heritage Strategy implementation plan is executed.
  - Meetings are primarily held at a World Heritage site (for example during the annual meeting of the sites), during which the topics of discussion include the obligations imposed by the World Heritage Convention and key issues regarding the site in question.
  - During parliamentary election years, the World Heritage Forum is held in the Helsinki metropolitan area in order to involve new Members of Parliament.

**Measure 17:** There is an aim to strengthen the role of the two national expert bodies (the National Board of Antiquities and Parks & Wildlife Finland) as coordinators and developers of World Heritage activities.

**Course of action:**

- The Ministry of Education and Culture and the Ministry of the Environment will agree on the strengthening and resourcing of the developer role as part of the performance target negotiation of the National Board of Antiquities and Parks & Wildlife Finland.
- The Ministry of Education and Culture, Ministry of the Environment, National Board of Antiquities and Parks & Wildlife Finland examine the World Heritage sites as entities, in which attention is given to natural and cultural heritage values and their characteristics.

**Measure 18:** The Finnish World Heritage sites will study different alternatives for organising their cooperation. The World Heritage sites will also be actively involved in the Nordic World Heritage Network.

**Course of action:**

- The course of action is related to Measure 5.
- Within the framework of their existing resources, the responsible parties for World Heritage sites work in closer cooperation with World Heritage sites representing similar site types (traditional wood building, industrial heritage, archaeological sites, natural heritage sites, serial properties, transnational sites). There will be a possibility to present the results of cooperation at the World Heritage Forum.

#### NETWORKING WITH SIMILAR SITE TYPES

Old Rauma has joined *The Organization of World Heritage Cities*, whose 280 member cities are divided into Regional Secretariats. Old Rauma is one of twenty member cities in the North-West European Region. The network encourages member cities to cooperate in both management and sharing conservation-related knowledge.

There are also plans for Old Rauma to participate in the Nordic Network for Wooden

Cities *Nordiskt nätverk för Trästäder*, which will be founded in the near future. The network makes it possible for old wooden cities to exchange good practices and operating methods. As a member of the Finnish Historic Cities Association (Suomen historiallisten kaupunkien yhdistys), Rauma is involved in sparking a public discussion on the preservation and treasuring of the building stock and heritage in Finland's old cities.

<http://www.ovpm.org/en>

**Measure 19:** Opportunities will be secured for the expert organisations under the World Heritage Convention (national divisions of ICOMOS and IUCN) to have a role as experts on World Heritage issues.

**Course of action:**

- Authorities will provide expert organisations with an opportunity to exert their influence in pending matters.
- The Ministry of Education and Culture and Ministry of the Environment will participate in the resourcing of expert organisation activities in their respective fields.
- The Association of World Heritage Sites in Finland will regularly invite Finnish ICOMOS and IUCN representatives to attend their meetings in an expert capacity.

**Measure 20:** It will be ensured that all World Heritage sites have cross-administrative conservation boards that are suitable for their specific nature.

**Course of action:**

- Working in cooperation with the responsible parties for World Heritage sites, the Ministry of Education and Culture, Ministry of the Environment, National Board of Antiquities and Parks & Wildlife Finland will examine the current state of sites, make note of site competence and maintenance needs, set the composition of management boards, specify management board and coordinator tasks and outline the content for management plans during 2017-2018.

**Measure 21:** The Ministry of Education and Culture / National Board of Antiquities and the Ministry of the Environment / Parks & Wildlife Finland agree with the conservation boards of the World Heritage sites to guarantee that there is a sufficiently resourced person in all of the sites who is responsible for World Heritage coordinator tasks.

- The course of action is related to Measure 20.

## Objective 7: Sufficient economic resources

**Measure 22:** The state and other parties involved will carry the responsibility for providing sufficient financial resources and competent staff for the exemplary protection, management, restoration and presentation of World Heritage sites. Resources will also be allocated for drawing up inventories and carrying out monitoring activities.

**Course of action:**

- The Ministry of Education and Culture and Ministry of the Environment will actively endeavour to obtain additional resources for World Heritage activities within the set limits of the state economy.

**Measure 23:** Aid granted by the public sector to World Heritage activities will be allocated to the protection of the sites and other activities supporting World Heritage in accordance with the policies of the World Heritage Strategy.

**Course of action:**

- The National Board of Antiquities will award World Heritage grants for the management of sites and development of activities in accordance with the policies of the World Heritage Strategy.
- The National Board of Antiquities will monitor the use of the grants and make use of any information obtained on this to support decision-making when awarding grants in the future.

**Measure 24:** Financial steering methods will be developed and more encouragement to develop new financing models will be provided. The World Heritage sites will be encouraged to utilise EU funding efficiently. Cooperation between culture, tourism and other business sectors will be increased.

**Course of action:**

- The National Board of Antiquities and Parks & Wildlife Finland will support the responsible parties for World Heritage sites in taking diverse advantage of the opportunities offered by various funds, such as the European Social Fund (ESF), European Regional Development Fund (ERDF) and European Agricultural Fund for Rural Development (EAFRD) during the 2014-2020 programme period. The World Heritage site management boards actively work in cooperation with regions on projects. The National Board of Antiquities and Parks & Wildlife Finland will increase the communication of information on the use of structural funds in World Heritage activities.

- The responsible parties for World Heritage sites will exchange their experiences with applying for funding (e.g. EU project funding). The Association of World Heritage Sites in Finland will coordinate the comparison of activities at World Heritage sites.

## Objective 8: High level competence

**Measure 25:** Education and cooperation with experts will be used to guarantee high level of competence in the protection, management, restoration and presentation of World Heritage sites. Competence related to both knowledge and skills of local cooperators and private property owners and entrepreneurs will be enhanced.

### Course of action:

- The responsible parties for World Heritage sites chart their own competence needs and develop their expertise by making use of, for example, information and expert advice offered by ICOMOS and ICCROM.
- The responsible parties for World Heritage sites develop expert cooperation with regional actors, including regional and local museums and higher education and educational institutions.
- The responsible parties for World Heritage sites encourage local actors to contribute their expertise to the maintenance and presentation of sites.

### PLANNING GUIDANCE AND RESTORATION ADVICE IN OLD RAUMA

The preservation and consideration of Old Rauma's World Heritage values are supported in a variety of ways. The City of Rauma offers actors in Old Rauma, among other things, planning guidance and restoration advice.

The conservation objectives for the restoration and building of Old Rauma are specified in the city plan. The realisation of these objectives is steered by a specific governing body for Old Rauma, whose members are elected officials and experts from the National Board of Antiquities and City of Rauma. The special body issues statements on projects to the building control. The architect overseeing the

planning prepares statements for the special body on matters requiring permits. The restoration adviser provides assistance and supervision in, for example, the application of World Heritage grants. Parties wishing to launch projects, however, are obligated to commission qualified planners and developers.

The City of Rauma maintains the Old Rauma Renovation Centre, which regularly organises training courses, work demonstrations and other events related to World Heritage and traditional renovation. There is also a bank of traditional building materials in the Renovation Centre.

**Measure 26:** Teaching, supplementary education, and research and development connected to World Heritage activities, protection, management, restoration and presentation of sites, and management of visitors will be supported and promoted together with domestic and international education and research institutions (ICCROM etc.).

#### Course of action:

- The Ministry of Education and Culture will take the World Heritage Strategy objectives into account as part of the development of the educational policy.
- The Ministry of Education and Culture and Finnish National Board of Education will take the needs related to the management of the cultural environment, restoration and presentation into account when developing vocational education and training (VET), thus ensuring the expert preservation and maintenance of World Heritage sites.
- The responsible parties for World Heritage sites will encourage regional higher education institutions to include themes related to World Heritage in their instruction and research as well as in the selection of thesis subjects.
- Cultural heritage and environmental associations will take World Heritage themes into consideration in their operations and activities.



## Guideline 4. Raising awareness on World Heritage and presentation of sites

Objective for 2025: Citizens will be familiar with and appreciative of the Finnish World Heritage sites and will know how to act for the good of World Heritage. World Heritage communication will be diverse and reliable information will be easily available. World Heritage education will have been increased in schools and early childhood education. Research and development activities will produce new information for the preservation of World Heritage. A UNESCO sustainable tourism strategy with accompanying criteria will guide tourism in World Heritage sites, and visitors will receive reliable information. The sites will be more accessible and services for visitors will have been improved.

### Objective 9: World Heritage education increases understanding of the unique nature of heritage

**Measure 27:** World Heritage education as a part of other education on cultural heritage and the environment will be realised according to the principles outlined in the curricula.

#### Course of action:

- The Finnish National Board of Education will consider the possibility of including World Heritage education in national core curricula as well as in the drafting of new curricula and revision of existing curricula.
- The Association of Cultural Heritage Education in Finland promotes the development and implementation of national core curricula.

**Measure 28:** World Heritage education as a part of cultural heritage, environmental and global education will also be included in the curricula of local schools and supplementary education will be provided to teachers where possible. UNESCO's ASP network will be supported and others schools will be informed about opportunities to act as World Heritage schools. Closer cooperation will be sought between educational institutions and museums.

#### Course of action:

- The Association of Cultural Heritage Education in Finland and the Association of Finnish Children's Cultural Centers will support municipalities and schools with their cultural education planning. The objective is to make World Heritage education a part of the cultural education plan or other plans. This work is begun in the municipality of the World Heritage site and neighbouring municipalities.

- The Finnish National Board of Education and the Association of Cultural Heritage Education in Finland will support UNESCO Associated Schools in applying World Heritage education as part of multidisciplinary modules, in producing World Heritage-themed materials for other schools, in developing and disseminating good practices (e.g. launching a World Heritage school twinning programme) and in using the sites as learning environments.
- The Finnish National Board of Education and the Association of Cultural Heritage Education in Finland will encourage normal schools, which are often also UNESCO Associated Schools, to plan and implement continuing education for teachers in cooperation with sites.
- Provincial museums and regional art museums actively participate in the development of World Heritage education in cooperation with the region's responsible party for World Heritage site and schools. This is also taken into consideration in the museum policy work.
- World Heritage site management boards, Parks & Wildlife Finland and the National Board of Antiquities increase the level of their cooperation in developing sites as interactive learning environments.

### UNESCO ASSOCIATED SCHOOLS AND WORLD HERITAGE

The global UNESCO Associated School network is comprised of some 10,000 schools in 180 countries. There are 30 comprehensive schools, 24 upper secondary schools and 8 vocational schools actively involved in Finland's UNESCO Associated Schools programme. The task of the schools is to promote UNESCO's agenda through "fostering and delivering quality education". Even though global education, in particular, has increased in importance in recent years, the safeguarding and conservation of World Heritage sites is an essential part of the network's fundamental values.

The Finnish National Board of Education encourages UNESCO Associated Schools to network regionally or thematically. UNESCO Associated Schools have the potential to function as peer schools and serve as pioneering examples also in World Heritage matters. It would be beneficial for the schools to set common goals with the Finnish World Heritage sites.

The Vaasa Lyceum upper secondary school intends to include World Heritage education in its new global education strategy, such as by celebrating World Heritage Day (18 April) and holding a UNESCO lecture series. The goal of the school's Kvarken World heritage project is to acquaint students with UNESCO's World Heritage activities and the unique nature of the site itself. Kvarken's cooperation with schools has also been productive on the Swedish side, as the same World Heritage values are held there. The Norra Korsholm World Heritage school was named one of the region's World Heritage Ambassadors. Kvarkens naturskola, a school run by the region's environmental organisation Natur och Miljö, supports and supplements environmental education for preschools and comprehensive schools by also teaching pupils about the Kvarken World Heritage region.

#### TOOL FOR MUNICIPALITIES IN DRAFTING A CULTURAL EDUCATION PLAN

The Association of Cultural Heritage Education in Finland and the Association of Finnish Children's Cultural Centers have jointly developed a tool for providing cultural, art and cultural heritage education in municipalities as part of the standard curricula. Cultural education is integrated into different subjects, thus ensuring that the pupils are given an equal opportunity to participate in and learn about art and culture. The possibility for municipalities to draft their own cultural education plan

has been well received, with one out of every ten municipalities participating in this children's cultural work.

The City of Rauma has plans to include World Heritage education in its municipal cultural education plan. Third graders will be taken on guided field trips to Old Rauma and fifth graders to Sammallahdenmäki. World Heritage will also have a strong presence in all grades during other museum excursions.

<http://kulttuurikasvatussuunnitelma.fi/en/>

**Measure 29:** Reliable sets of material will be produced for World Heritage education and the activities of expert organisations will be supported. The use of World Heritage sites as learning environments will be developed in cooperation with experts in the educational field.

#### Course of action:

- The Ministry of Education and Culture will support the activities of the Association of Cultural Heritage Education in Finland as a national expert organisation in World Heritage education.
- The National Board of Antiquities and the Association of Cultural Heritage Education in Finland will coordinate the Our Shared World Heritage exhibition and market it to, among others, sites, museums, schools and libraries.
- The responsible parties for World Heritage sites will chart their existing materials supporting World Heritage education and other services as well as their availability to target groups.
  - Based on this charting, the responsible parties for sites will develop their existing websites and, if necessary, create a common website supporting World Heritage education.
- The responsible parties for World Heritage sites will produce materials and websites in cooperation with actors in the cultural and environmental sector as well as with the Association of Cultural Heritage Education in Finland and other educational experts.

### VERLA FOREST TRAIL AND FINNISH FOREST FOUNDATION AID FOR TRIPS

In 2008, UPM Metsä created the Verla Forest Trail in the Verla World Heritage site. Approximately 2 kilometres in length, the trail describes the Finnish forest industry and the management of biodiversity. The ten sites along the trail provide information on the forest's different growth phases as well as nature and landscape management. The upper reaches of the Verlakoski rapids can be viewed from the trail. In the summer of 2016, volunteers from the Verla Village Association (Verlan kyläyhdistys)

renovated the trail, with all trail signs being updated by experts. In the spring of 2015, a museum trail was opened near the Verla Groundwood and Board Mill. The story of life in a mill town is told along the trail.

The Finnish Forest Foundation supports the cooperation of forest professionals with schools in various regions, by funding bus transportation for schoolchildren to take forest field trips. Field trips to Verla are often taken with funding from the Finnish Forest Foundation.

<http://www.metsasaatio.fi/en/fund-use/schools-and-young-people>

## Objective 10: Information enriches the experience of World Heritage

**Measure 30:** A communication strategy will be formulated in cooperation with different actors in order to raise awareness about World Heritage. The communication strategy will consist of national communication and site-specific communication plans. The objectives will take into account tourism marketing and information provision connected with World Heritage education.

### Course of action:

- The National Board of Antiquities and Parks & Wildlife Finland will draft a national communications strategy in 2017 in cooperation with the responsible parties for World Heritage sites and key stakeholders. The responsible parties for World Heritage sites will use the strategy in their own communications.
- The responsible parties for World Heritage sites, municipalities and other key partners will increase World Heritage awareness in their respective areas.
- The responsible parties for World Heritage sites will include the communications strategy and its related measures in the sites management plans.

**Measure 31:** Work will be done to ensure the documentation of the information about World Heritage sites, the digitalisation of data sets on World Heritage sites, and the open availability of this information.

**Course of action:**

- The responsible parties for World Heritage sites will document their management, renovation and restoration measures of the built environment and ensure the storage and availability of these data sets.
- During 2016-2018, the Ministry of Education and Culture and Ministry of the Environment will include measures designed to improve the availability of information on World Heritage sites in the KIRA-digi programme (Digitalisation of the built environment and construction), which is a key project in the Government Programme. The objective is to, for example, make information available to all and develop interoperable systems and common operating methods.
- The Ministry of Education and Culture, Ministry of the Environment, National Board of Antiquities and Parks & Wildlife Finland will ensure the topicality and integration of general information on World Heritage activities provided on their websites.
- In 2018, the responsible parties for World Heritage sites will mutually agree on the scope of World Heritage site information provided on their respective websites.

**Measure 32:** Multidisciplinary research and development activities on World Heritage activities and World Heritage sites will be supported with a special emphasis on research and investigation work concerned with the social economic significance of World Heritage sites.

**Course of action:**

- The Association of World Heritage Sites in Finland will coordinate commensurate visitor surveys and counts as well as regional economy impact assessments and update information to show economic impact trends.
- The responsible parties for World Heritage sites work in close cooperation with higher education and research institutions in collecting information on and developing sites.

### ASSESSING LOCAL ECONOMIC IMPACTS IN SUOMENLINNA

In tourism at Suomenlinna, an effort is made to apply the principles of sustainable tourism in providing a year-round and vibrant service offering. In 2014, data on visitor spending was collected, thus revealing the income and employment impacts on the local economy. Information on local economic impacts are vital to the development of the World Heritage site, even though Suomenlinna's primary objective is not to profit financially or increase visitor numbers.

The impact assessment revealed that a large part of the employment impacts directly affect the local area. Visitors to Suomenlinna spend most of their money on accommodations, café and restaurant

services, local transport and activity and recreational services. Foreign visitors have the biggest impact on income and employment. According to the study, the local economic impact of Suomenlinna on Helsinki's tourism industry is several times greater than the costs of the World Heritage site. Every euro invested by the state in the site produces an approximately 5 to 25 euro return to the local economy.

The method employed at Suomenlinna was the same as the one used by Parks & Wildlife Finland, which has reported on visitor spending in national parks and national hiking areas each year since 2009.

## Objective 11: The strategy for sustainable tourism supports visitor management and ensures a valuable experience

**Measure 33:** A shared sustainable development tourism strategy will be created for the Finnish World Heritage sites based on UNESCO's Sustainable Tourism Strategy. The strategy will be formulated in cooperation with the Ministry of Employment and the Economy and the objectives of international tourism marketing will also be taken into account as a part of it.

### Course of action:

- The responsible parties for World Heritage sites will draft site-specific sustainable tourism strategies in accordance with UNESCO World Heritage Sustainable Tourism Toolkit guidance in cooperation with regional actors.

## PRINCIPLES OF SUSTAINABLE TOURISM AT WORLD HERITAGE SITES

In 2004, Metsähallitus applied the principles of sustainable nature tourism in its national parks and nature and historic sites. In 2015-2016, the principles were extended to also include Finnish World Heritage sites.

There are six principles of sustainable tourism. These take into consideration the preservation of sites, environmental impacts, locality, well-being, local economic growth and communications. Targets are set for each principle in order to measure

sustainability. The task of each site is to choose suitable indicators and reliable measuring methods, so that the limits of acceptable change linked to the principles can be monitored. In order to ensure comparability between the results of different sites, World Heritage sites should draft common visitor tracking methods. Kvarken can serve as an example in this regard, as it conducted a visitor survey in 2009 and the next visitor survey is currently being planned.

<http://www.metsa.fi/web/en/sustainablenaturetourism>

## A SUSTAINABLE TOURISM STRATEGY FOR SUOMENLINNA

In cooperation with its stakeholders, the Governing Body of Suomenlinna drafted A sustainable tourism strategy for Suomenlinna for 2015–2020. In accordance with the guidelines set by the World Heritage Centre, the strategy takes site conservation and tourism development into consideration.

The strategy was drafted in an effort to make Suomenlinna a model destination for sustainable tourism. It steers tourism activities toward supporting the preservation of Suomenlinna's cultural and natural values and increases visitor awareness of the site's World Heritage

values. The goal is also to help tourism service providers take advantage of the added value that World Heritage values generate.

In accordance with the strategy, a prosperous Suomenlinna will retain its authentic character, ensure the well-being of visitors in accordance with the purpose of a World Heritage site and serve as an example to other cultural heritage sites. The sustainable tourism strategy includes a separate action plan, which specifies concrete measures and timetables for the strategy.

A sustainable tourism strategy for Suomenlinna

Action plan for sustainable tourism on Suomenlinna



**Measure 34:** The World Heritage sites will use the strategy as a basis for their own plans, which will be formulated in cooperation with representatives of the tourism industry in the sites' local areas. The plans must include objectives concerning visitor management and services for visitors.

- The course of action is related to Measure 33.

## Objective 12: Accessibility and high-quality services for visitors

**Measure 35:** The accessibility and high-quality visitor services of the World Heritage sites will be improved. The online availability of the services and information will also be ensured.

### Course of action:

- In cooperation with the management boards of World Heritage sites, the National Board of Antiquities and Parks & Wildlife Finland will promote the accessibility of sites in line with their specific characteristics.
- In cooperation with the National Board of Antiquities, Parks & Wildlife Finland and guide associations, the responsible parties for World Heritage sites will draft a "World Heritage Site Handbook".

### HANDBOOK FOR WORLD HERITAGE TOUR GUIDES

The Kvarken World Heritage site currently has 20 World Heritage tour guides, who received training from Parks & Wildlife Finland, Vaasa Region Tourism Ltd. and the Vaasa Adult Education Centre as well as certification from Metsähallitus. In addition to providing training, Metsähallitus has compiled a World Heritage handbook for tour guides. The handbook contains a brief presentation of UNESCO, the World Heritage Convention and Finnish World Heritage sites. The handbook helps tour guides maintain their knowledge and ensures that the information used is consistent, accurate and easily available. The handbook is also distributed to partner entrepreneurs in the Kvarken area.

The World Heritage handbook is to be expanded into a single source for all Finnish World Heritage sites. This handbook will be made available in a digital format, thus making updates easier. The handbook also makes it possible to unify the communications of World Heritage sites. Furthermore, it will expand the knowledge of both tour guides and visitors beyond just single sites. The handbook will also be useful for many entrepreneurs operating in World Heritage regions that are, in addition to their normal operations, responsible for handling many matters related to the World Heritage sites, even though they do not serve as actual tour guides.

**Measure 36:** It will be made sure that there is appropriate guidance or information point in all of the World Heritage sites which supports their World Heritage value.

**Course of action:**

- The responsible parties for World Heritage sites provide guidance with either personal or electronic services and, if necessary, by combining the two.

**Measure 37:** Possibilities will be investigated for creating a national World Heritage centre, either in the form of a network or situated in one of the World Heritage sites.

**Course of action:**

- Founded in 2016, the Association of World Heritage Sites in Finland already operates on a networking principle.

## Guideline 5. Communities

Objective for 2025: Local and regional authorities, decision-makers, property owners and entrepreneurs will be committed to World Heritage activities and the related objectives. The World Heritage sites will be considered to be common heritage of all humankind. Dynamic sites will provide diverse possibilities for different communities and individual citizens to enjoy the World Heritage sites and participate in World Heritage activities.

### Objective 13: Regional and local operators commit to common goals

**Measure 38:** Management boards of the sites and regional experts will take care that the authorities and decision-makers in the regions and towns are aware of the obligations set by the World Heritage Convention. The development of World Heritage activities will be included in regional plans and strategies.

**Course of action:**

- The responsible parties for World Heritage sites will regularly organise a 'site day' for stakeholders, major actors and policymakers, for example, once a year in connection with the annual management board meeting.

- The responsible parties for World Heritage sites will ensure that World Heritage activities are included in regional plans.

**Measure 39:** The cultural environment work groups of Centres for Economic Development, Transport and the Environment will be utilised in the promotion of protection, management and other activities relating to the World Heritage sites.

**Course of action:**

- The Ministry of Education and Culture and Ministry of the Environment will promote taking the special needs of World Heritage sites into consideration in regional and local administrative reforms.

## Objective 14: Versatile voluntary activities and close cooperation with companies create opportunities

**Measure 40:** The sites will provide opportunities for local citizens, property owners, entrepreneurs, associations and other stakeholders to act for the good of World Heritage. Shared goals for quality (cf. aforementioned visitor services) and visibility will be agreed upon together with the entrepreneurs operating in the World Heritage sites.

**Course of action:**

- The course of action is related to Measure 38 (regularly organising a 'site day').
- The responsible parties for World Heritage sites ensure that local entrepreneurs are aware of the World Heritage status.
- The responsible parties for World Heritage sites explore possibilities for World Heritage twinning schemes for entrepreneurs.

### KVARKEN BUSINESS AGREEMENTS AND LOGO

The Kvarken logo, which depicts the unique features of the archipelago, was developed for marketing the Kvarken site. Metsähallitus has granted approximately 20 partner entrepreneurs and 60 products the right to use the logo. Partners and local entrepreneurs may use the logo upon application. The

objective is to provide visitors with a wide variety of tourism products, souvenirs and publications, which raise the profile of Kvarken and its unique character. Tourism businesses using the logo participate in training and pledge their commitment to the principles of sustainable tourism.

**Measure 41:** The World Heritage sites are encouraged to support voluntary activities and to build networks. Possibilities are offered and citizens, entrepreneurs and stakeholders from different fields are encouraged to partake in experimental World Heritage activities.

**Course of action:**

- In cooperation with residents living at the site, the responsible parties for World Heritage sites collect traditional knowledge, experiences and stories in order to deepen the presentation of the site among the local population and visitors.
- The responsible parties for World Heritage sites experiment with new and make active use of good practices borrowed from different actors in order to inspire volunteers (e.g. friendship associations, Adopt a Monument program, developing twinning schools).
- Within the constraints of their resources, the responsible parties for World Heritage sites participate in the World Heritage Volunteers programme.

#### OLD RAUMA LIVIHERI PROJECT

In the *Living with Cultural Heritage – LiviHeri* project, Old Rauma, Visby (Sweden) and Kuldīga and Aizpute (Latvia) are working on knowledge and skills for living in a historical city while managing to preserve the World Heritage site and develop it into a tourist destination as well as a living city centre.

The key approaches used in the project are learning new things and sharing existing knowledge and skills with other parties. Rauma possesses expertise in cultural environment education, Latvia in the use of handicrafts and Visby in tourism. Entrepreneurs and citizens in all three cities also work in cooperation.

<https://liviheri.wordpress.com/>

#### VOLUNTEER ACTIVITY AT SUOMENLINNA

Suomenlinna is actively involved in the UNESCO World Heritage Centre's *World Heritage Volunteers* Initiative, as a volunteer youth action camp organiser. Youths interested in the conservation of World Heritage attend the international camp, which has already been held twice at Suomenlinna. The youths participate in activities related to the maintenance, conservation and presentation of

Suomenlinna. The purpose of the volunteer camps is to disseminate information on World Heritage and offer youths the opportunity to contribute to the preservation of World Heritage. Similar camps have thus far been organised in 46 countries in cooperation with local youth exchange and non-governmental organisations.

<http://whc.unesco.org/en/whvolunteers>

## Monitoring

The Ministry of Education and Culture and the Ministry of the Environment will monitor the execution of the National World Heritage Strategy and its implementation plan as part of their official duties. The national coordination responsibility lies with the National Board of Antiquities and the Parks & Wildlife Finland Unit of Metsähallitus.

The Cultural Environment Strategy functions as the framework for the National World Heritage Strategy. The Coordination Group of the Cultural Environment Strategy may in its work also address issues related to the implementation of the World Heritage Strategy.

The working group has acknowledged the differences between the Finnish World Heritage sites and the versatility of the challenges related to them. Each World Heritage site has, however, an opportunity to redirect its activities in accordance with the Strategy Guidelines and thus contribute to the execution of the implementation plan within the limits of its resources.

Information on the progress of the implementation plan will be transmitted in the World Heritage Forums organised every two years. The Association of World Heritage Sites in Finland is a key partner in this regard.

The implementation plan for the National World Heritage Strategy will be updated along with the progress of the implementation process. The implementation of the strategy and the need for further measures will be assessed at the end of the strategy term in 2025.

## APPENDIX 1. NOMINATION CRITERIA FOR FINNISH WORLD HERITAGE SITES (OUV)

World Heritage site and year of inscription	Criterion	Justification
<b>Old Rauma 1991</b>	iv, v	<p><b>Criterion (iv):</b> The town of Old Rauma constitutes one of the best preserved and most expansive examples of northern European architecture and urbanism.</p> <p><b>Criterion (v):</b> Old Rauma is an outstanding example of a Nordic city constructed in wood, and acts as a witness to the history of traditional settlements in northern Europe.</p>
<b>Suomenlinna 1991</b>	iv	<p><b>Criterion (iv):</b> In the history of military architecture, the Fortress of Suomenlinna is an outstanding example of general fortification principles of the 17th and 18th centuries, notably the bastion system, and also showcases individual characteristics.</p>
<b>Petäjävesi Old Church 1994</b>	iv	<p><b>Criterion (iv):</b> Petäjävesi Old Church is an outstanding example of the architectural tradition of wooden churches in northern Europe.</p>
<b>The Verla Groundwood and Board Mill 1996</b>	iv	<p><b>Criterion (iv):</b> The Verla Groundwood and Board Mill and its associated habitation are an outstanding and remarkably well preserved example of the small-scale rural industrial settlement associated with pulp, paper, and board production that flourished in northern Europe and North America in the 19th and early 20th centuries, of which only a handful survives to the present day.</p>
<b>Sammallahdenmäki Bronze Age Burial Site 1999</b>	iii, iv	<p><b>Criterion (iii):</b> The Sammallahdenmäki cairn cemetery bears exceptional witness to the society of the Bronze Age of Scandinavia.</p> <p><b>Criterion (iv):</b> The Sammallahdenmäki cemetery is an outstanding example of Bronze Age funerary practices in Scandinavia.</p>

World Heritage site and year of inscription	Criterion	Justification
<b>Struve Geodetic Arc 2005</b> <b>Serial site stretching across the territory of 10 countries</b>	ii, iv, vi	<p><b>Criterion (ii):</b> The first accurate measuring of a long segment of a meridian, helping in the establishment of the exact size and shape of the world exhibits an important step in the development of earth sciences. It is also an extraordinary example for interchange of human values in the form of scientific collaboration among scientists from different countries. It is at the same time an example for collaboration between monarchs of different powers, for a scientific cause.</p> <p><b>Criterion (iv):</b> The Struve Geodetic Arc is undoubtedly an outstanding example of a technological ensemble - presenting the triangulation points of the measuring of the meridian, being the non-movable and non-tangible part of the measuring technology.</p> <p><b>Criterion (vi):</b> The measuring of the arc and its results are directly associated with humans wondering about their world, its shape and size. It is linked with Sir Isaac Newton's theory that the world is not an exact sphere.</p>
<b>Kvarken Archipelago 2006</b> <b>Serial site together with Sweden's High Coast</b>	viii	<p><b>Criterion (viii):</b> The High Coast/Kvarken Archipelago is of exceptional geological value for two main reasons. First, both areas have some of the highest rates of isostatic uplift in the world, meaning that the land still continues to rise in elevation following the retreat of the last inland ice sheet, with around 290 m of land uplift recorded over the past 10,500 years. The uplift is ongoing and is associated with major changes in the water bodies in post-glacial times. This phenomenon was first recognized and studied here, making the property a key area for understanding the processes of crustal response to the melting of the continental ice sheet. Second, the Kvarken Archipelago, with its 5,600 islands and surrounding sea, possesses a distinctive array of glacial depositional formations, such as De Geer moraines, which add to the variety of glacial land- and seascape features in the region. It is a global, exceptional and diverse area for studying moraine archipelagos. The High Coast and the Kvarken Archipelago represent complementary examples of post-glacial uplifting landscapes.</p>



## APPENDIX 2. ABBREVIATIONS USED

Abbreviation	Explanation
<b>ASP</b>	UNESCO Associated Schools Project network
<b>ICOM</b>	International Council of Museums
<b>ICCROM</b>	The International Centre for the Study of the Preservation and Restoration of Cultural Property
<b>ICOMOS</b>	International Council on Monuments and Sites (Finnish National Committee)
<b>IUCN</b>	International Union for Conservation of Nature
<b>NWHF</b>	Nordic World Heritage Foundation, Oslo, Category II centre under the auspices of UNESCO
<b>OUV</b>	Outstanding Universal Value
<b>PR</b>	Periodic Reporting
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>WHC</b>	World Heritage Centre
<b>WHC-Com</b>	World Heritage Committee
<b>WHC-GA</b>	The General Assembly of States Parties to the World Heritage Convention
<b>WHV</b>	World Heritage Volunteers





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