

Public Disclosure Authorized

Public Disclosure Authorized

Public Disclosure Authorized

Public Disclosure Authorized



CULTURE COUNTS

World Bank – Italian Development Cooperation
 Cultural Heritage and Sustainable Development
 Partnership Activities
 2000-2013



This report has been prepared by Anthony G. Bigio, Rana Amirtahmasebi and Guido Licciardi of the World Bank. Comments and contributions have been received from Nicola Pisani and Anna Dal Maso of the Italian Development Cooperation. Graphic design has been provided by The Word Express, Inc.

The findings, interpretations, and conclusions expressed herein are those of the authors, and do not necessarily reflect the views of the International Bank for Reconstruction and Development / The World Bank, its affiliated organizations, its Board of Executive Directors, or the governments they represent.

July 2013

Photos on pages 32 and 36, as well as images 33a, 33b, 33c, 37a, 37b, 37c, and 37d, are courtesy of Rana Amirtahmasebi, The World Bank. All other photos courtesy of Shutterstock.com.



Table of Contents

Foreword.....	1
Results of the Partnership: An Overview	2
Table of Partnership Activities 2000–2013.....	8
Partnership Activities by Themes and Regions.....	11
Geographic Distribution of Partnership Activities.....	12
Project Preparation: Case Studies	
<i>Tunisia Cultural Heritage Project</i>	14
<i>Eritrea Cultural Assets Rehabilitation Project</i>	16
<i>Kabul Urban Reconstruction Project</i>	21
<i>Technical Assistance for Enhancing Capacity in the Shandong Province</i>	23
Analytical Work and Policy Support: Case Studies	
<i>Bosnia-Herzegovina Pilot Cultural Heritage Project</i>	24
<i>Safeguarding Physical Cultural Resources</i>	26
<i>Development Strategies for Morocco’s Historic Cities</i>	28
<i>Libya Cultural Heritage Sector Assessment</i>	30
<i>São Tomé and Príncipe Cultural Heritage Study</i>	32
Knowledge Exchange: Case Studies	
<i>Cultural Resources Management in the Nile Basin Region</i>	34
<i>Historic City Conservation and Urban Regeneration in Europe and Central Asia</i>	36
Publications and Other Activities	
<i>The Urban Rehabilitation of Medinas</i>	40
<i>Conserving the Past as a Foundation for the Future</i>	41
<i>Economic Valuation of Cultural Heritage in Georgia and Macedonia</i>	42
<i>Other Activities</i>	44
Italian Parallel Financing	
<i>The Lebanon Cultural Heritage and Urban Development Project</i>	46
Multi-Donor Trust Fund for Cultural Heritage and Sustainable Tourism	48
<i>Jordan Cultural Heritage, Tourism, and Urban Development Project</i>	50
<i>Sustainable Tourism Development in Kakheti, Georgia</i>	52
Acknowledgements 2000–2013	Inside Back Cover



Foreword

Culture Counts: this was the title of the International Conference cosponsored by the Government of Italy and the World Bank in cooperation with UNESCO. Focused on financing, resources, and the economics of culture in sustainable development, the conference took place in Florence on October 4–7, 1999, and was officially opened by then Italian Minister of Foreign Affairs, Lamberto Dini, and then President of the World Bank, James D. Wolfensohn. It presented the most advanced research in the field by international experts and the perspective of many global policy-makers.

Thirteen years after that high profile event, we are very glad to give that same title to the report on the partnership activities of the World Bank and Italian Development Cooperation on cultural heritage and sustainable development. This long-standing partnership, originating in Florence, has greatly benefited developing and emerging countries where culture and cultural assets can play a key role in reinforcing collective identity, contributing to social and economic development, and bestowing international recognition to locations of special significance.

Credit goes to our colleagues who understood the importance of launching this successful partnership program. Over the years, it has enabled the World Bank to pursue multiple activities in support of culture and sustainable development. It has also created many opportunities for Italy's cultural system to contribute through the active participation of its public institutions, universities, and expertise.

In a rapidly globalizing world, cultural traditions and cultural heritage assets are at risk of being forgotten as local and national societies adopt modern ways of living, producing, consuming and communicating. Their irreplaceable values, for local and national societies, and in some cases for humanity as a whole, merit recognition, protection, and sound management. Their attractiveness and significance can become important vehicles for social and economic development via cultural tourism and sustainable practices.

While reflecting on the results of the joint activities carried out in the area of cultural heritage and sustainable development, we confirm our interest in promoting our partnership toward its next level, in the pursuit of the objectives as stated in Florence at the outset.



Giampaolo Cantini
Director General
Italian Development Cooperation
Ministry of Foreign Affairs
Government of Italy

Zoubida Allaoua
Director
Urban and Disaster Risk
Management Department
The World Bank

“The partnership has turned out to be an enduring one, thanks to the leaders from both organizations.”

Results of the Partnership: An Overview

Principles

Since the Florence conference, the partnership between the World Bank and Italian Development Cooperation was established around the role of culture in sustainable development. Both agencies were, at that time, advocating the fundamental role of culture, in all its manifestations, as a resource to be harnessed for the development process. The Bank’s senior management referred to the imperative of asserting local and national cultures in the face of globalization and of the potential losses of cultural diversity. At the same time, the Bank was ensuring that cultural heritage projects were subject to the normal rigorous parameters of economic valuation, that their rate of return would be high and measured via sound welfare and economic indicators, and that their impact would be significant for local economic development.

This shared agenda laid the ground for a partnership based on high expectations: for the Bank, accessing the wealth of Italian expertise in the management of cultural assets; for the Italian Development Cooperation, partnering with a global development institution, present across all developing and emerging regions. The partnership has turned out to be an enduring one thanks to the leaders from both organizations who at the time envisioned and consolidated it.

Financing and Program Management

The Italian Trust Fund for Culture and Sustainable Development was established in 2000 and closed in July 2013, and its activities are the key focus of this Report. Between 2000 and 2013, Italian Cooperation has contributed nearly \$8 million, which has been entirely allocated in the form of grants to 49 activities (see table on pages 8–10). The contributions for the first five years (2000–2004) were followed by a two-year interruption, after which financing continued (2007–2013) via various replenishments. The table includes as well as a few activities from other sources of funding: a general Italian Trust Fund supported the preparation of some cultural heritage projects prior to 2000, and Italian contributions have also come via the Donor Funded Staffing Program (DFSP). In addition, Italian Cooperation has devoted significant parallel financing to cultural projects promoted by the Bank in Albania, Bosnia-Herzegovina, and Lebanon. In 2011, the Government of Italy joined the Multi-Donor Trust Fund for Cultural Heritage and Sustainable Tourism (MDTF) and contributed \$1 million to its funding, in parallel to an equivalent contribution by the Government of India (see more information on pages 48–55). More detailed reporting on this MDTF will be provided at a later date.

From the Bank’s side there has been a continuous commitment of senior staff for the central coordination of the program, the administration of the Trust Funds, and the implementation of the individual grants in the regions. Over the years, the management of the program has moved from the social sector to the Middle East and North Africa regional unit in charge of urban development, and since 2004 to the central urban unit. Partnership consultations have led to periodical Calls for Proposals, through which

regional Bank teams have competed for allocations, subject to clearance by Italian Cooperation, resulting in the 49 grants mentioned above. Periodic Bank reporting on the program has occurred on a yearly basis.

Partnership Results by Type of Activities

The 49 partnership activities have been regrouped under five themes: a) project preparation, the preliminary scoping or detailed studies or technical contributions to the design of the World Bank's investment projects, or of one or more of their components; b) analytical work and policy support, in-depth studies of and assistance to the cultural heritage sector focusing either on specific themes and locations, or on national management systems as a whole; c) knowledge exchanges, opportunities for the presentation of relevant international experiences or the review of technical knowledge with the purpose of building the capacity of national institutional and technical staff; d) publications, distilling, and presenting to a general public the results of World Bank projects in the field of cultural heritage management; and e) program support, i.e. the contribution of human resources to the Bank coordination team.

During the first five years of the partnership (2000–2004), project preparation was the priority. Eleven of the 23 activities of that period, or nearly half, were devoted to project preparation. This reflects the fact that within the Bank the cultural heritage lending program was still in the phase of asserting itself and acquiring credibility with senior management and needed concessional resources in order to emerge. In the second phase (2007–2013), project preparation activities have been 5 out of a total of 26, or about 20 percent only, reflecting: a) the consolidation of cultural heritage lending as part of the current practice in many regions, thus making it less dependent on external funding; and b) the greater recognition of the importance of investing in analytical and policy work and knowledge exchanges to mainstream the topic of cultural heritage and sustainable development.

Project Preparation

Of the 49 activities under the partnership, 16 in all have been devoted to project preparation and have received the largest share of the partnership resources, of approximately \$3.4 million or 43 percent of the total. These resources have contributed to the preparation of components or of entire projects in the area of cultural heritage and sustainable tourism for a value of \$1.2 billion of Bank lending, nearly half of the Bank's portfolio in this area, calculated at \$2.7 billion overall since its inception. The projects whose preparation have been supported via the partnership have had a total value of nearly \$2.2 billion via the contributions of recipient Governments and other development agencies, with a significant additional multiplier effect.

These investments have had very significant impacts on the countries and the locations where they have been or are being implemented. The assessment of such impacts is the

subject of the Implementation Completion Reports for closed operations, and of the Implementation Supervision Reports for on-going ones, issued by the Bank on a regular basis. Implementation Completion Reports are part of the documentation which is made publicly available by the Bank via its website. Thus this Report relies where possible on such sources of information in the compilation of the case studies.

The focus of the projects supported shows a wide span of opportunities for investment across the broad theme of culture and sustainable development: urban rehabilitation (Lebanon), social and community development (Macedonia), rehabilitation of specific cultural assets (Eritrea), crafts and folk performances (India), coastal zone management (Albania), post-conflict reconstruction (Afghanistan), municipal governance (Brazil), and regional development (China).

Analytical Work and Policy Support

Eighteen activities have been devoted to analytical work and policy support, which has received the second-largest share of the budget, of approximately \$2.3 million, or 29 percent of the total. In the first phase there were 6 such activities out of 23, or about one quarter. In the second phase, there have been 11 analytical and policy support activities out of a total of 26, or 42 percent.

The focus of the analytical work and policy support activities is quite varied as it includes region-wide cultural heritage strategies (South Asia), national assessments of cultural heritage management (Iran), the role of cultural resources in rural development (Armenia), strategies for the rehabilitation of historic cities (Morocco), local economic development (Balkans), conservation techniques for specific sites (Sri Lanka), and museum management (Yemen).

Knowledge Exchange

The third largest set of activities is related to knowledge exchange, with 10 activities evenly distributed across the two phases, with \$1.4 million of allocations, or 17 percent of the total. The activities have covered a variety of topics such as raising support for donor financing of cultural investments (Morocco), promoting the potential of archaeological parks (Albania), the regional promotion of cultural heritage policies (Nile Basin), capacity building in urban rehabilitation (Europe and Central Asia), international research on cultural economics (ICOMOS), and contributions to an international conference on heritage at risk (Ravello).

“The critical mass of activities has supported a steady operational presence of the Bank...”

Publications

The three publications under the partnership have been produced in its second phase, as they present the results of previous operational and analytical work. The resources allocated are \$0.14 million, or under 2 percent of the total. Two publications provide an overview of two decades of Bank's experience with the rehabilitation of historic cities in the Middle East and North Africa and with the design and implementation of cultural heritage projects in China. The third presents the results of an ex-post economic valuation of the impacts of cultural heritage investments on local economic development in specific sites in Georgia and Macedonia.

Program Support

Two activities consist of program support received directly from Italian Development Cooperation for the management of the Bank's cultural heritage program and of the related Trust Funds. In both cases, positions for Italian professionals in the field of urban development were financed at the Bank via the Trust Fund and the Donor Funded Staffing Program for a total of six staff years. The resources allocated have been \$0.75 million, or 9 percent of the total. This support has been instrumental in the management of the program and in strengthening the relationship between the partners.

Middle East and North Africa (MNA)

The Middle East and North Africa region is where the World Bank developed its first regional program of investments in culture and development, and prepared for that purpose a regional strategy, formulated through internal and external consultations and published in 2001. This regional focus coincided well with the priority that the Italian Development Cooperation has given to the countries of the Southern Mediterranean, due to geographical proximity, historic and cultural ties, and more recently trade and immigration flows.

The partnership has devoted 15 activities and over \$3 million to the MNA region, with grants devoted to Egypt, Iran, Jordan, Lebanon, Libya, the Nile basin, Morocco, Syria, Tunisia, and Yemen. These include project preparation, analytical and policy work, knowledge exchange, and publications. This critical mass of activities has supported a steady operational presence of the Bank in the region and in the sector, making it a unique provider of development assistance in this area of work, and eliciting demands for Reimbursable Advisory Service in the area of culture and development from Saudi Arabia and other countries in the region.

Regional Activities

Europe and Central Asia (ECA)

Europe and Central Asia is another region of common priority for the World Bank and for the Italian Development Cooperation. For the former, its engagement has been prominent in the support of transition to market economies and post-conflict reconstruction in the Balkans; for the latter, geographic proximity and historic ties to the Balkans have made the area a priority for its humanitarian and development aid.

The partnership has devoted 9 activities and about \$1.7 million to the countries of Europe and Central Asia, with grants devoted to Albania, Armenia, Bosnia Herzegovina, the Balkans in general, Georgia, Macedonia, and to regional programs. Here too, activities have included project preparation, analytical work and policy support, knowledge exchange and publications. The focus has been on social and community development around tangible and intangible cultural resources, on sustainable cultural tourism around archaeological and regional cultural assets, and on the rehabilitation of historic city centers drawing from the Italian experience.

South Asia (SAR)

The South Asia region has benefited from the partnership via 11 activities and \$1 million devoted to Afghanistan, Bhutan, India, Pakistan, Sri Lanka, and regional programs, which have included project preparation, analytical work and policy support, and knowledge exchange. Projects have focused on fostering cultural tourism and private sector investments (Pakistan), the regeneration of historic urban areas (Sri Lanka), cultural heritage and local development at state level (India), and adaptive reuse and increased resilience of cultural assets (Bhutan). One grant has supported the initial review of national policies and programs at the regional level.

East Asia and the Pacific (EAP), Latin America and the Caribbean (LAC), Sub-Saharan Africa (AFR)

These three regions have benefitted from a smaller overall engagement: EAP with 3 activities and \$0.6 million, LAC with 2 activities and \$0.2 million, and Sub-Saharan Africa with 3 activities and \$0.3 million, respectively. In the case of Latin America and the Caribbean, as well as in East Asia and the Pacific—with the major exception of China—the Bank has limited engagement in the cultural heritage sector when compared to regional development banks; in Sub-Saharan Africa the Bank's country programs have been focused primarily on other and more urgent developmental priorities. Partnership activities have been carried out in Brazil, Peru, China, Eritrea, São Tome and Principe, as well as the countries of the Nile Basin, and have included project preparation, analytical work and policy support, as well as knowledge exchanges.

Policy-Makers and Practitioners in Client Countries

The activities under the partnership have had a substantial developmental impact on recipient countries, responsible institutions, and local communities, demonstrating that culture can and should play a major role in development programs. Such impacts are widely documented in the grant closing reports and in other project documentation. National policy-makers and cultural heritage professionals have been exposed to the combination of the development economics approach of the World Bank with the policy knowledge and technical skills of the many Italian counterparts involved in the implementation of the project preparation studies, analytical work, and knowledge exchanges. Through these activities, many Governments have been also exposed to the Italian experience of managing its cultural patrimony and of making it a cornerstone of its present economy through welfare and cultural tourism.

Bank Staff and Italian Expertise

Bank staff in the regional operational units has had the opportunity of competitively accessing financial resources to support their policy dialogue with national stakeholders and project activities on issues related to cultural heritage and sustainable development. Through the partnership activities, many Bank staff have been interacting directly with Italian expertise. Thanks to such exchanges, a network of institutional and professional relationships has been built, which constitutes the foundation for the continuation of the partnership into its next phase.

Anthony Gad Bigio

Senior Urban Specialist

Cultural Heritage Coordinator

Trust Fund Administrator (2011–2013)

The World Bank

Partnership Impacts on Key Stakeholders

Table of Partnership Activities 2000–2013

Table of partnership activities 2000–2013										Total Project Cost (\$ million)
Title	Country	Region	Topic	Amount	Task Team Leader	Approval Year	Associated Project	Bank Loan (\$ million)		
Cultural Heritage and Urban Development Project	Lebanon	MNA	Project Preparation	\$500,000	Chantal Reliquet	2000	Lebanon Cultural Heritage and Tourism Project, P050529; Lebanon Cultural Heritage Additional Financing, P116197	\$58.50		\$119.08
Chongqing Urban Environment Project	China	EAP	Project Preparation	\$425,000	Tom Zearley	2001	Chongqing Urban Environment Project, P049436	\$200.00		\$535.90
Community Development and Culture Project	Macedonia	ECA	Project Preparation	\$300,000	Mark Woodward	2001	Macedonia Community Development & Culture Project, P063577	\$5.00		\$6.12
Historic Centers Revitalization Program (Meknes)	Morocco	MNA	Project Preparation	\$100,000	Anthony G. Bigio	2001	None			
Fez Medina Resource Mobilization and Knowledge Exchange Conference	Morocco	MNA	Knowledge Exchange	\$95,000	Roberto Chavez	2001	Fes Medina Rehabilitation Project, P005524	\$14.00		\$27.60
Bosnia-Herzegovina Pilot Cultural Heritage Project	Bosnia and Herzegovina	ECA	Analytical, Policy Support	\$150,000	Lawrence M. Hannah	2000	Bosnia and Herzegovina Cultural Heritage Pilot Project, P059763	\$4.00		\$15.80
Cultural Heritage Project	Tunisia	MNA	Project Preparation	\$330,000	Chantal Reliquet	2002	Tunisia Cultural Heritage, P048825	\$17.00		\$23.79
Jordan Cultural Heritage, Tourism, and Urban Development Project	Jordan	MNA	Project Preparation	\$350,000	Mohammed Feghoul	2002	Tourism Development Project 2, P035997	\$32.00		\$44.00
Revitalization for Growth of Selected Crafts and Folk Performances In Rajasthan	India	SAR	Project Preparation	\$300,000	Luis Constantino	2002	Rajasthan District Poverty Initiatives Project, P010505	\$100.48		\$124.80
International Exhibition and Policy Forum on the Mediterranean City at the Library of Alexandria	Egypt	MNA	Knowledge Exchange	\$250,000	Sahar Ahmed Nasr	2002	None			
Pilot Cultural Patrimony Education Program	Tunisia	MNA	Knowledge Exchange	\$180,000	Linda English	2002	None			
Communications for Cultural and Natural Resources Management – Butrint Archeological Site and National Park	Albania	ECA	Knowledge Exchange	\$300,000	Emanuele Santi	2002	Albania Butrint Global Biodiversity and Heritage Conservation, P085089	\$1.68		\$1.68
Safeguarding Physical Cultural Resources	World	World	Analytical, Policy Support	\$100,000	Jean-Roger Mercier	2002	None			
Sustainable Urban Cultural Heritage Project	Iran	MNA	Project Preparation	\$100,000	Rosanna Nitti	2002	None			
Cultural Assets Rehabilitation Project	Eritrea	AFR	Project Preparation	\$220,000	Roxanne Hakim	2003	Eritrea Cultural Assets Rehabilitation Project, P058724	\$5.00		\$5.40
Growth Strategy for Orissa, Sector Study and Project Identification	India	SAR	Project Preparation	\$150,000	Marina Wes	2003	None			
Program Support	World	World	Program Support	\$250,000	Gianni Brizzi	2003	None			
Improving Iran Cultural Heritage Organization Capacity in the Protection, Conservation and Social and Economic Exploitation of National Cultural Patrimony	Iran	MNA	Analytical, Policy Support	\$300,000	Rosanna Nitti	2004	None			

(continued on next page)

Table of Partnership Activities 2000–2013

Table of partnership activities 2000–2013 (continued)										
Title	Country	Region	Topic	Amount	Task Team Leader	Approval Year	Associated Project	Bank Loan (\$ million)	Total Project Cost (\$ million)	
Data Management System for Yemen National Museum in Sana'a	Yemen	MNA	Analytical, Policy Support	\$250,000	Robert Hindle	2004	None			
Heritage Management and Socio-Economic Regeneration in Rural Areas	Armenia	ECA	Analytical, Policy Support	\$200,000	Mark Woodward	2004	None			
Policy Dialogues and Seminars on Cultural Heritage Promotion, Economics and Management of Cultural Heritage, Participation of Private Sector in Cultural Heritage Management	World	World	Knowledge Exchange	\$220,000	Susana Esteban Berrocal	2004	None			
Incorporating Tourism and Cultural Heritage Promotion in Private Sector Development Strategy	Pakistan	SAR	Analytical, Policy Support	\$175,000	Isfandyar Zaman Khan	2004	None			
Integrated Coastal Zone Management and Clean-up Program	Albania	ECA	Project Preparation	\$210,000	Rita Cesti	2004	Albania Integrated Coastal Zone Management & Clean-Up Project, P086807	\$17.50	\$39.00	
Vilcanota Valley Rehabilitation and Management Project	Peru	LAC	Project Preparation	\$90,000	Ellen Hamilton	2007	Vilcanota Valley Rehabilitation and Management Project, P082625; and Cusco Regional Development Project, P117318	\$44.98	\$48.18	
Municipal APL – Sao Luis Enhancing Municipal Governance and Quality of Life Project	Brazil	LAC	Project Preparation	\$150,000	Evangeline Cuenco	2007	Brazil – Sao Luis Enhancing Municipal Governance and Quality of Life Project, P094315	\$35.60	\$59.40	
Development Strategies for Morocco's Historic cities	Morocco	MNA	Analytical, Policy Support	\$90,000	Anthony G. Bigio	2007	None			
Kabul Urban Reconstruction Project	Afghanistan	SAR	Project Preparation	\$70,000	Rosama Nitti	2007	Kabul Urban Redonstruction Project, P083919 and P111825	\$30.60	\$30.60	
Cultural Heritage for Local Economic Development in the Balkans	ECA	ECA	Analytical, Policy Support	\$150,000	Janis Bernstein	2007	None			
The urban rehabilitation of Medinas (publication)	Middle East North Africa	MNA	Publications	\$10,000	Anthony G. Bigio	2008	None			
WB-ICOMOS Conference on Cultural Heritage	World	World	Knowledge Exchange	\$15,000	Guido Licciardi	2011	None			
Program Support	World	World	Program Support	\$500,000	Abha Joshi-Ghani	2009	None			
Cultural Resources Management in the Nile Basin Region	Nile Basin Countries	AFR	Knowledge Exchange	\$100,000	John Bryant Collier	2009	Nile Basin Initiative Institutional Strengthening Project, P110616	\$24.02	\$33.76	

(continued on next page)

Table of Partnership Activities 2000–2013

Table of partnership activities 2000–2013 (continued)									
Title	Country	Region	Topic	Amount	Task Team Leader	Approval Year	Associated Project	Bank Loan (\$ million)	Total Project Cost (\$ million)
South Asia Cultural Heritage Review	SAR	SAR	Analytical, Policy Support	\$19,000	Rosanna Nitti	2009	None		
Harnessing the Resources of Syria's Cultural Heritage	Syria	MNA	Analytical, Policy Support	\$220,000	Christiarma Johnnides	2009	None		
Integrated Coastal Zone Management	India	SAR	Analytical, Policy Support	\$150,000	Tapas Paul	2009	Integrated Coastal Zone Management, P097985	\$221.96	\$285.67
Conservation State Assessment of the Sigiriya Frescoes	Sri Lanka	SAR	Analytical, Policy Support	\$20,000	Rosanna Nitti	2010	None		
Historic City Conservation & Urban Regeneration	ECA	ECA	Knowledge Exchange	\$200,000	Steve Karam	2010	None		
Local development and Cultural Heritage in Madhya Pradesh	India	SAR	Analytical, Policy Support	\$20,000	Rosanna Nitti	2010	None		
Economic Impact Evaluation of Cultural Heritage Projects	Georgia and Macedonia	ECA	Analytical, Policy Support	\$165,000	Janis Bernstein	2010	None		
Publication on 20 years of Bank-China partnership on cultural heritage and historic cities	China	EAP	Publications	\$110,000	Axel Baeumler	2010	Zhejiang Urban Environment Project, P066955	\$133.00	\$334.32
Libya Cultural Heritage Sector Assessment	Libya	MNA	Analytical, Policy Support	\$250,000	Chantal Reliquet	2010	None		
Conference of Cultural Heritage at Risk	MNA	MNA	Knowledge Exchange	\$10,000	Chantal Reliquet	2011	None		
Culture and Development Review	SAR	SAR	Analytical, Policy Support	\$20,000	Ernesto Sanchez-Triana	2011	None		
São Tomé and Príncipe Cultural Heritage Study	São Tomé	AFR	Analytical, Policy Support	\$20,000	Monica Sawyer	2011	None		
Cultural Heritage Day: in Partnership with the Office of the Italian Executive Director	World	World	Knowledge Exchange	\$10,000	Guido Licciardi	2011	None		
Adaptive Re-use and Increased Resilience of Cultural Heritage Assets	Buthan	SAR	Analytical, Policy Support	\$20,000	Stefania Abakerli	2011	None		
Economic Impact Evaluation of Cultural Heritage Projects (publication)	Georgia and Macedonia	ECA	Publications	\$20,000	Janis Bernstein	2011	None		
Technical Assistance for Enhancing Capacity in the Shandong Province	China	EAP	Project Preparation	\$50,000	Meskerem Brihane	2011	China: Shandong Confucius and Mencius Culture Heritage Protection and Development Project, P120234	\$50.00	\$130.78
Pre-Feasibility Study for the Regeneration of Colombo Historic City	Sri Lanka	SAR	Project Preparation	\$50,000	Rosanna Nitti	2011	Metro Colombo Urban Development Project, P122735	\$213.00	\$320.60
Total		Total		\$7,984,000				\$1,208.32	\$2,186.48

Partnership Activities by Themes and Regions

Figure 1. Number of grants by theme

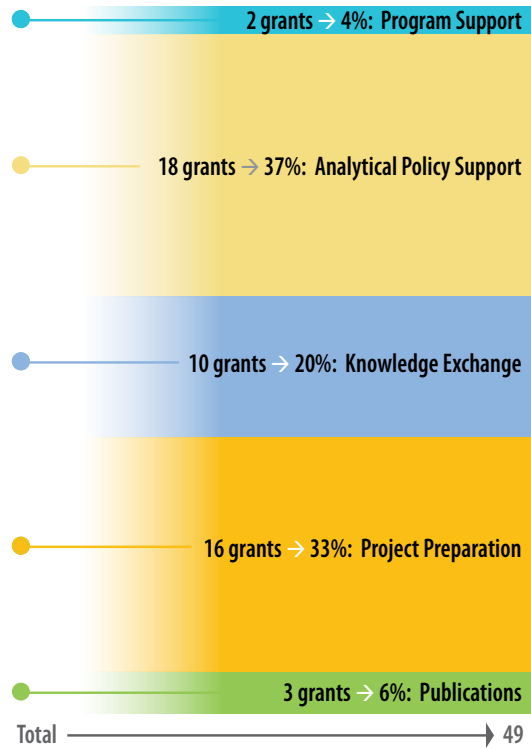


Figure 2. Amount of grants by theme

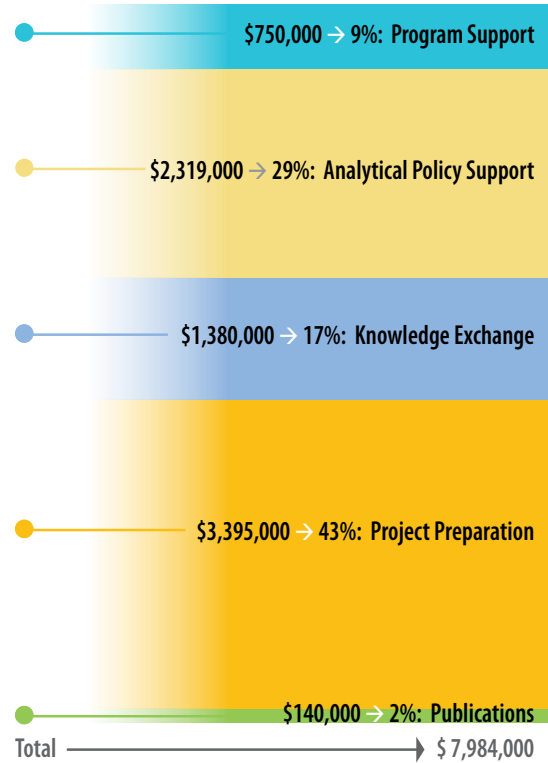


Figure 3. Number of grants per region

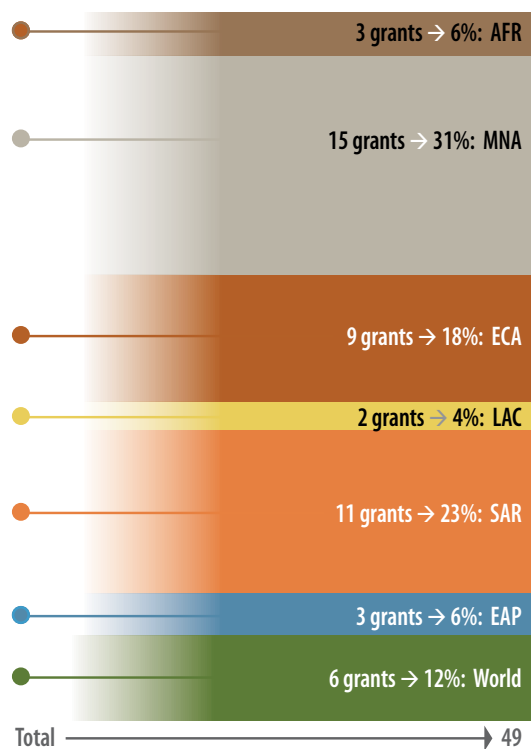
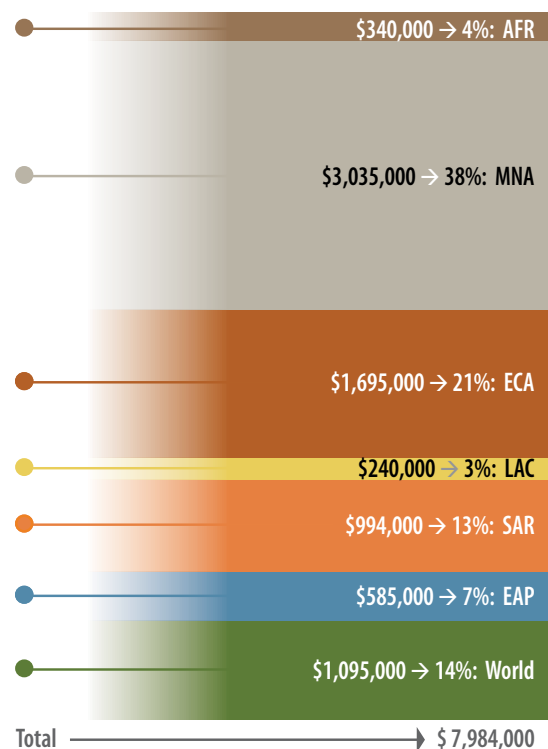
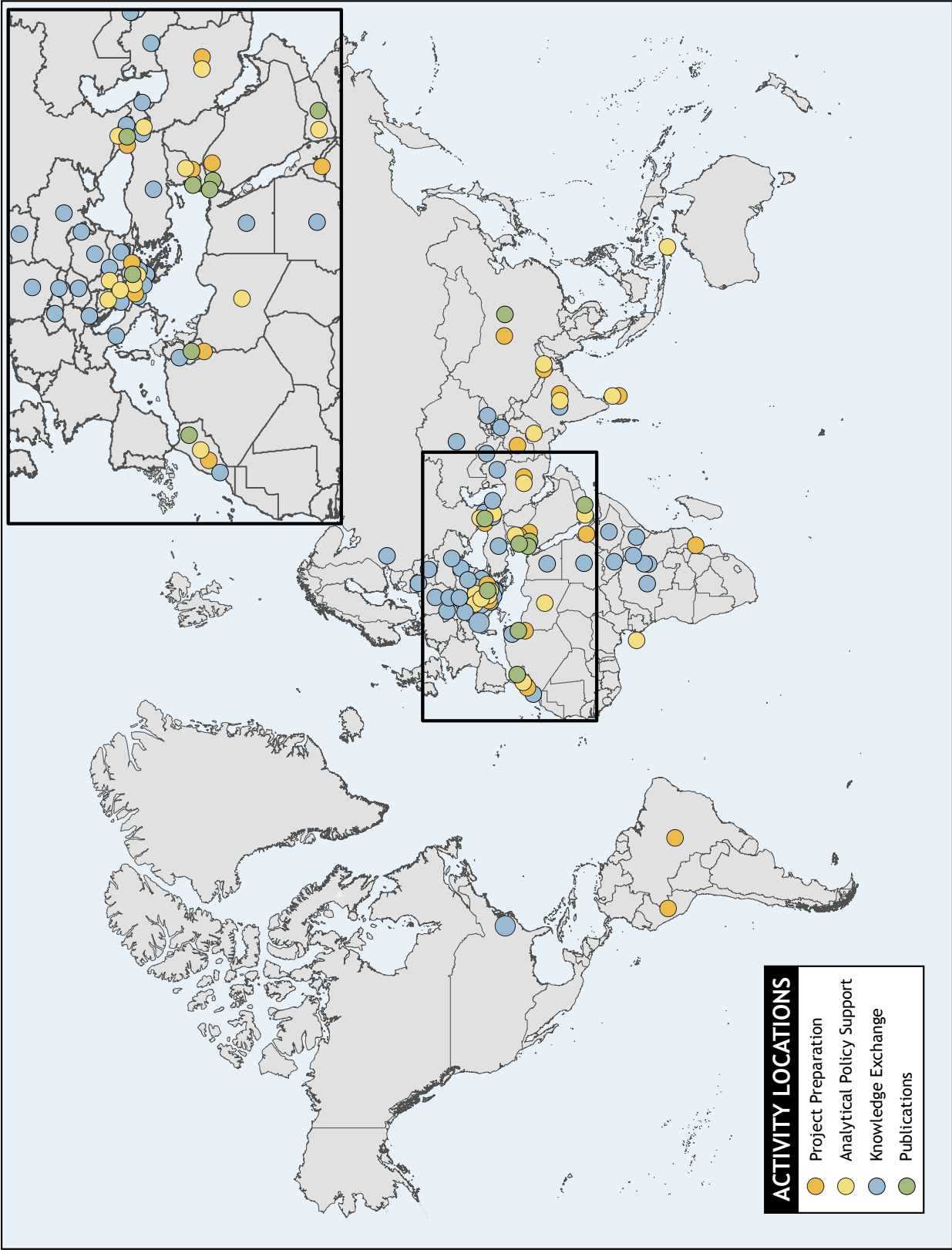


Figure 4. Amount of grants per region



Geographic Distribution of Partnership Activities



Map produced by ITSQS.



The background image shows the interior of a museum gallery. The ceiling is highly ornate with intricate gold and brown patterns. The walls are white and feature several framed artworks, including a large tapestry and smaller paintings. A chandelier hangs from the ceiling, casting a warm glow. The overall atmosphere is one of historical elegance and cultural richness.

TUNISIA

CULTURAL HERITAGE PROJECT

Associated Project

The Cultural Heritage Project (P048825) was an International Bank for Reconstruction and Development (IBRD) loan for Tunisia, and the Bank commitment was \$17.00 million. The Project Development Objective was to assist the government in the sustainable management of the country's cultural heritage to develop cultural tourism and, in time, gain additional revenues. The project included three components: (i) policy development and capacity building; (ii) market development for culture-related tourism products; (iii) site development and management; and (iv) project management. The project was declared effective in 2002, restructured in 2011, and closed in 2011. Project sites included Tunis, Djerba, Kairouan, and Sousse.

Among its achievements, the project rehabilitated the Bardo Museum in Tunis. The original plan was to focus on the interior renovation with some minor changes to the building exterior. During implementation, the Government opted for a more ambitious operation to transform the Bardo into a high-standard museum focusing primarily on the display of Tunisia's collection of Roman mosaics and artifacts from the Punic, Numidian, and early Islamic eras. Works were completed by December 2011 on a much greater scheme than originally envisaged at the time of appraisal. This was followed by the installation of collections, and the museum reopened in its new configuration in May 2012.

PROJECT PREPARATION: CASE STUDIES

Grant Outputs

Project preparation benefitted from a grant of \$330,000, awarded during project implementation in 2007. The grant supported technical assistance for the sustainable management of Tunisia’s cultural heritage, with the goal of building capacity to generate additional income through cultural tourism. Grant-financed activities included: (i) strengthening the legal framework and relevant institutions; (ii) developing markets for tourism and cultural products; and (iii) developing and managing six sites representative of Tunisia’s national heritage: Carthage, Bardo Museum, Kairouan Medina, Sousse Medina and Museum, Djerba Island, and the Oudhna archeological site.



Photos a, b, and c – Tunisia: Views of the Bardo museum, a cultural asset that has been expanded with World Bank’s support.

Concerning the Bardo Museum, the grant financed a feasibility study for the rehabilitation and the adaptive reuse of the Kassar Said Palace. The study recommended moving part of the collections displayed at the crowded Bardo main building to the Kassar Said Palace, after its restoration, so that the overall complex would include an archaeological museum at the current location of the Bardo as well as a museum of Tunisia’s modern history in Kassar Said. Together with the creation of another museum currently being planned and focused on contemporary Tunisia, this complex was intended to showcase the country’s history, as well as enhance its cultural image and cultural tourism potential. The Government expressed interest in deepening the feasibility study initially planned and completing it with the preparation of: (i) detailed financial projections; (ii) draft contract agreements

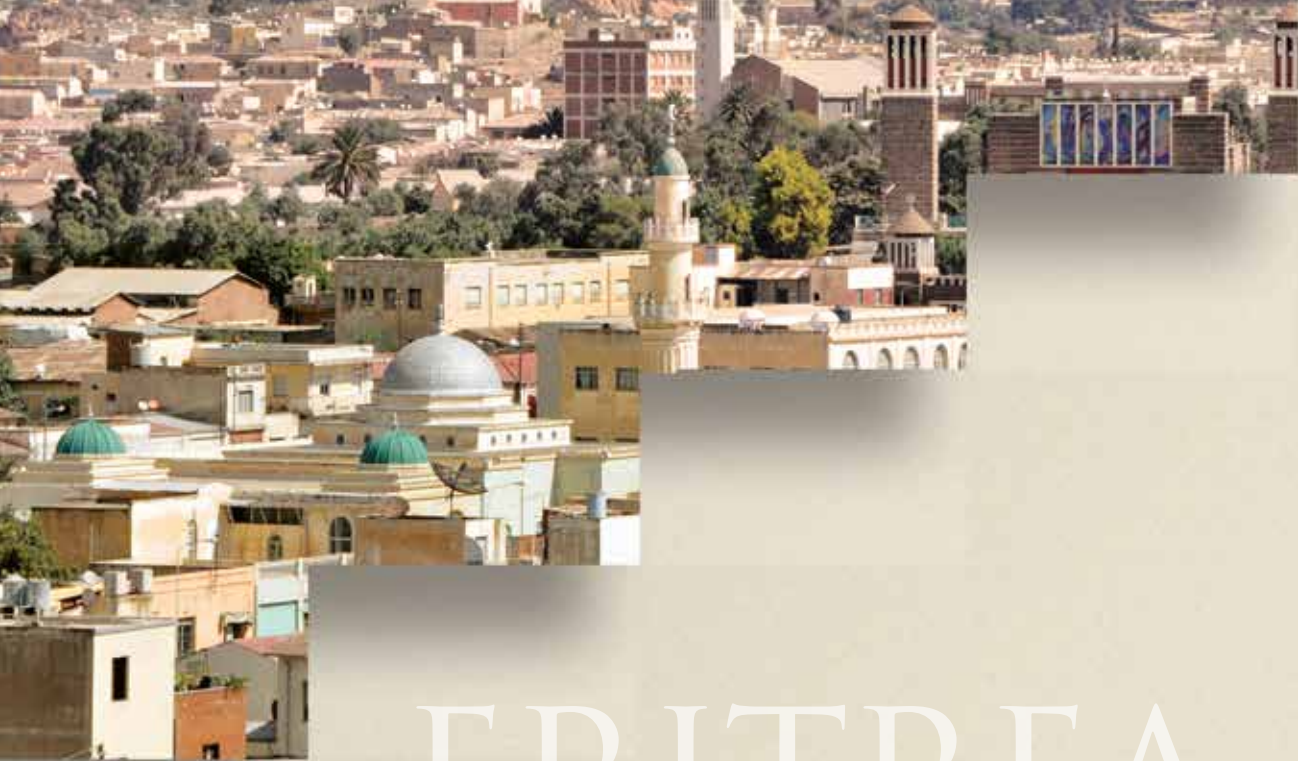
for the management of the museum facilities; and (iii) final engineering and bidding documents for the implementation of the restoration works.

The grant also financed a study tour to provide Tunisian officials with a direct exposure to successful models of cultural heritage conservation and management.

Tunisia Cultural Heritage Project	
Task Team Leader	Chantal Reliquet
Grant Amount	\$330,000
Approval Year	2002
Grant Status	Closed
Associated Project	Cultural Heritage Project, P048825
Bank Financing	\$17.00 M
Total Project Cost	\$23.79 M
Project Status	Closed



..... CC



ERITREA

CULTURAL ASSETS REHABILITATION PROJECT

Associated Project

The Eritrea Cultural Assets Rehabilitation Project (P058724) was a Learning and Innovation Loan (LIL), financed by an IDA credit, which was signed in July 2001 and provided a loan of \$55 million for the conservation of cultural heritage in four specific areas: monuments and archaeological sites; the built heritage of architecture; oral history, oral traditions and folklore; and documentations and archive development. The Project Development Objective was to test out and develop means for more fully integrating the conservation and management of Eritrea's cultural assets into local and national economic development.

PROJECT PREPARATION: CASE STUDIES



Photos a and b – Eritrea: Historic buildings in Asmara have great potential to house new businesses.

Eritrea Cultural Assets Rehabilitation Project	
Task Team Leader	Roxanne Hakim
Grant Amount	\$220,000
Approval Year	2003
Grant Status	Closed
Associated Project	Cultural Assets Rehabilitation Project, P058724
Bank Financing	\$5 M
Total Project Cost	\$5.4 M
Project Status	Closed

The project consisted of four components: (i) The site planning, conservation, and museum development component, which focused on developing pilot community-based and growth oriented conservation activities at historic sites around Qohaito and Asmara. This component strengthened the National Museum of Eritrea by upgrading and improving its facilities and establishing linkages through specialized program with educational institutions. (ii) The second component focused on conserving the built environment especially the unique architectural heritage of Asmara and supported enterprise development; improving the delivery of community and public services; and supporting training and capacity building. (iii) The living cultures component provided support for the development of language, literature, and history and for strengthening Eritrea’s rich oral traditions, in particular poetry and storytelling. (iv) The documentation and information management component supported the establishment of a national archival system.

Additional grant resources were sought from the Government of Italy to provide specific assistance on planning and design and the restoration of the Teatro Asmara.

Grant Output

The grant supported the first two components of the project. The objective was to build the local capacity for restoration and maintenance of historic Asmara and Massawa. The project had a strong focus on training in building and planning skills along with some hands-on training of restoration of historic buildings. The activities implemented were all project deliverables and intricately woven with the World Bank project under implementation. Through this grant, the project team was able to complete the following activities:



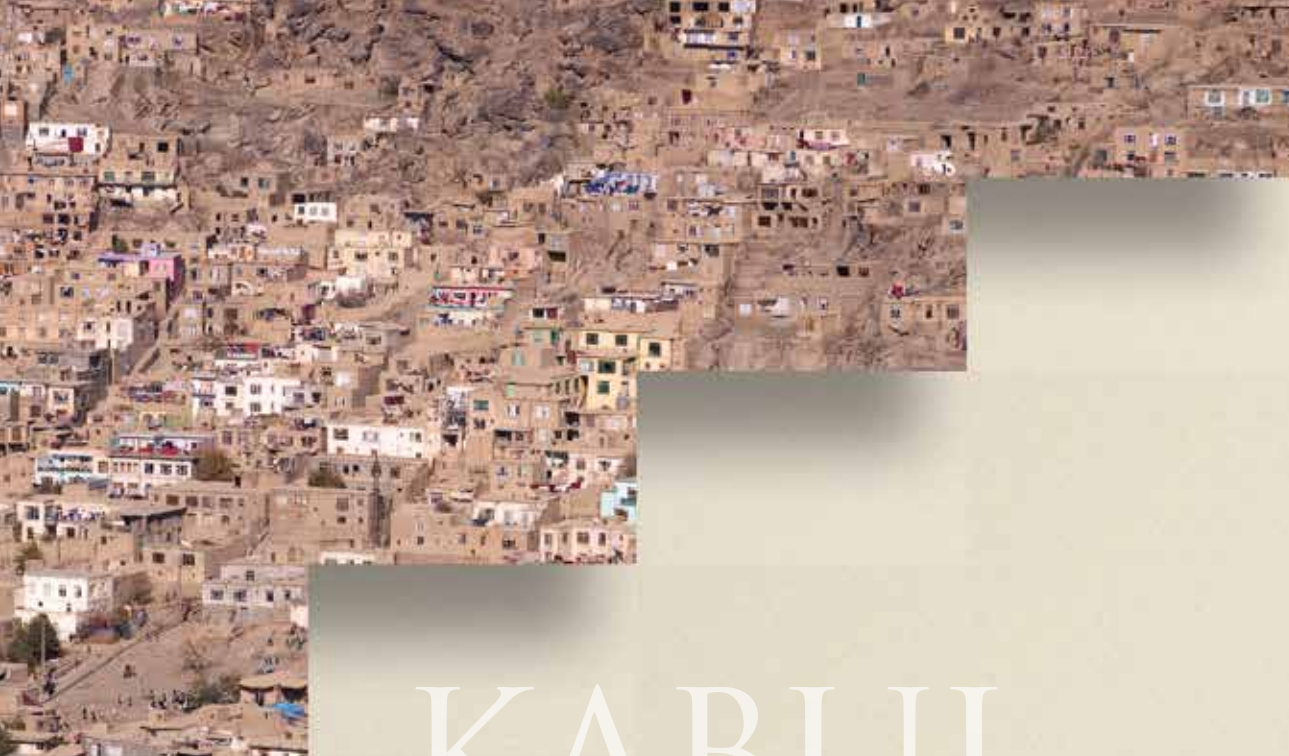
Architectural Planning and Design of Historic Structures, and conservation planning of the Capitol Theatre in Asmara and the Governor's Palace in Massawa. In both cases, the grant provided funding for developing architectural drawings, cost estimates, and restoration scenarios. The civil works associated with the restoration were funded by the project, integrating the two financing tools very effectively.

Training Activities: like many other Learning and Innovation Loans, Eritrea Cultural Assets Rehabilitation Project also had a major training and capacity building component. Bank loan included several training activities, but the funds allocated were used on other components. The Italian Trust Fund grant hence came at the right time and provided for this important deliverable. The grant financed various training activities:

- *Training on conservation of historical architecture.* The training targeted technicians working in the Asmara municipality to teach them the basics of planning within the historic perimeter and the practical use of guidelines for the historic perimeter that have been developed through the project. The training course was carried out under the direct involvement of the Municipality of Asmara. The Municipality provided premises for the training course. By the end of the project, theoretical and practical training for municipality technicians was completed and work was exhibited.
- *On-site training of skilled workers in conservation and preservation works.* This training has been integrated into the curriculum of the Italian Technical School in Asmara and includes hands-on training for building techniques and the development of a manual on these techniques. The project has arranged for these students to get exposure to associated civil works.
- *Preparation and distribution of handouts, manuals and other publications.* This component was designed to assist trainees and to inform contractors and the general public about conservation works.

Institutional Strengthening: this included developing a Terms of Reference and a technical note for design and planning of the Eritrean Conservation Fund for the purpose of promoting enterprise development and conservation activities. The set-up and implementation of pilot sub-projects through this grant was an important deliverable of the World Bank project.

..... CC



KABUL

URBAN RECONSTRUCTION PROJECT

Associated Project

The Kabul Urban Reconstruction Project (P083919) was an IDA credit for Afghanistan, and the Bank commitment was \$25 million. The project had a follow up additional financing (P111825), an IDA credit of \$5.6 million, and was also co-financed with a grant from the Afghanistan Reconstruction Trust Fund (ARTF) of \$26.08 million. The Project Development Objective was to upgrade urban infrastructure to improve the delivery of basic urban services in under-served communities in Kabul.

The project included five components: (i) area upgrading; (ii) engineering and management support; (iii) overall capacity building; (iv) preparation of structure plans and a future urban project; and (v) improvements to main roads, drainage, and traffic management.

PROJECT PREPARATION: CASE STUDIES



Photos a and b – Afghanistan: Urban areas in Kabul have been upgraded with coordinated donors' support.

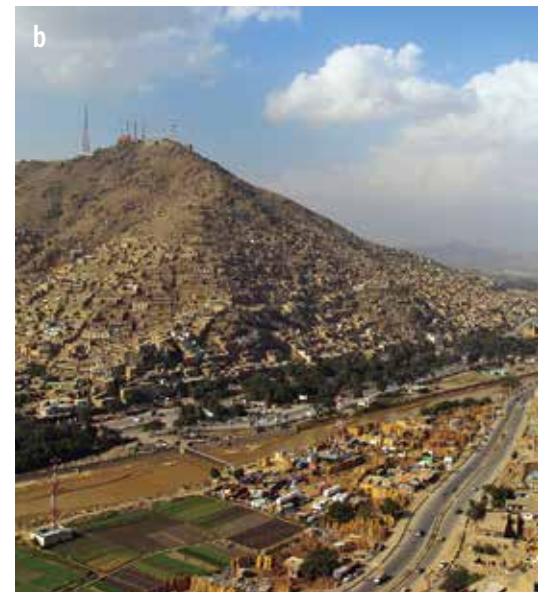
Kabul Urban Reconstruction Project	
Task Team Leader	Soraya Goga
Grant Amount	\$70,000
Approval Year	2007
Grant Status	Closed
Associated Project	Kabul Urban Reconstruction Project, P083919, P111825, and ARTF
Bank Financing	\$25 M
Total Project Cost	\$26.08 M
Project Status	Closed

The project was declared effective in 2004, restructured in 2010, and closed in 2011. The project implemented the upgrading of 618 hectares of urban areas beyond the initial target of 600 hectares and many of the neighborhoods upgraded under the project were located in the historic core of Kabul. The institutional development impact of the project has been well recognized as urban upgrading has gained acceptance amongst leaders and policy makers in Afghanistan as a viable urban development tool.

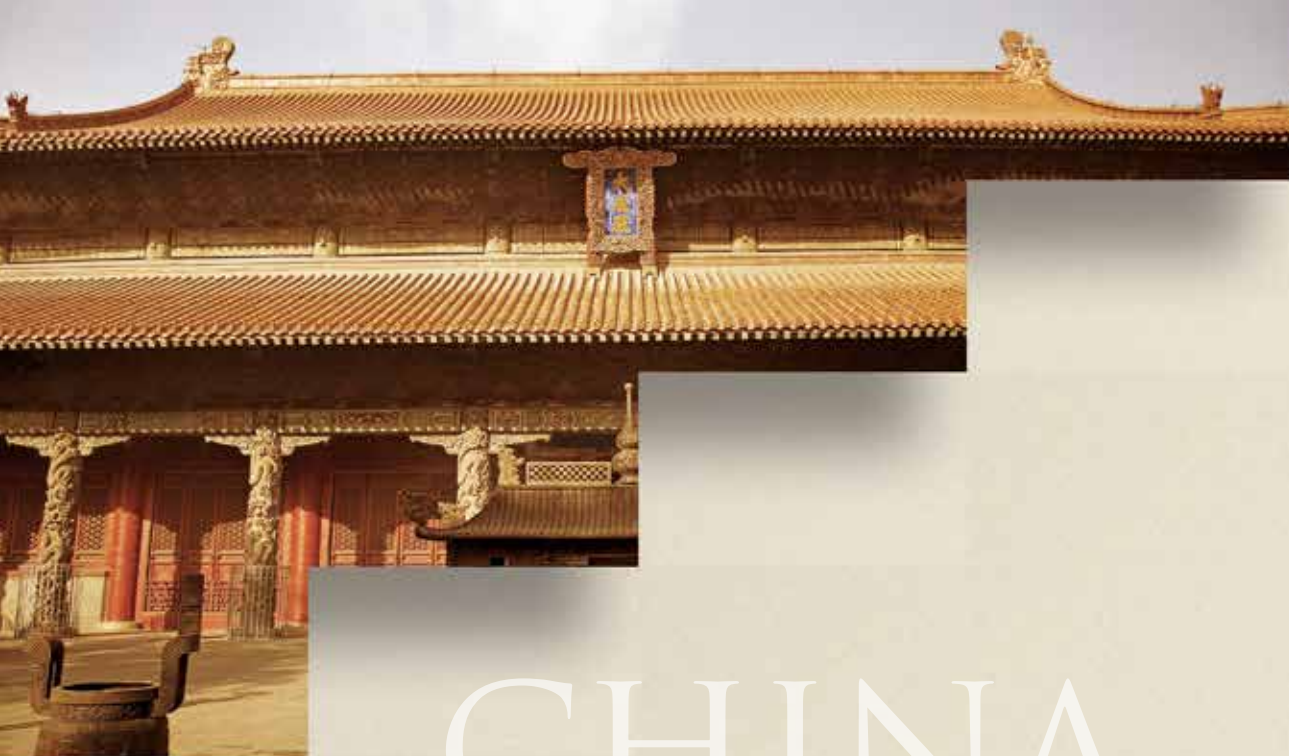
With the involvement of the Aga Khan Historic Cities Support Program, the project also supported the development of methodologies and construction standards appropriate for the conservation of cultural heritage assets in the historic core of Kabul, as well as design, planning, and supervision of interventions for infrastructure upgrading. Moreover, the project financed capacity building of the Department for the Safeguarding of Afghanistan's Urban Heritage at the Ministry of Urban Development, which then developed and adopted policies for upgrading urban areas of historical and cultural interest.

Grant Outputs

The project benefitted from a grant of \$70,000, awarded in 2007. The grant financed studies in partnership with the Aga Khan Historic Cities Support Program, namely: (i) institutional action plan; (ii) work program for the Department for Safeguarding Afghanistan's Urban Heritage; (iii) action plan for an urban heritage policy; and (iv) upgrading procedures in the old city. After consultations with the Government, policy notes based on these studies were developed, and they were disseminated in an international workshop in Kabul in 2009.



..... CC



CHINA

TECHNICAL ASSISTANCE FOR ENHANCING CAPACITY IN THE SHANDONG PROVINCE

Associated Project

The Shandong Confucius and Mencius Cultural Heritage Protection and Development Project (P120234) is an IBRD loan for China, and the Bank commitment is \$50 million. The Project Development Objective is to assist Shandong province to enhance cultural heritage conservation and tourism management and development.

The project includes four components: (i) cultural heritage conservation and presentation, financing conservation works on key cultural heritage assets, as well as improved signage, interpretation, and displays; (ii) historic city regeneration and infrastructure upgrading, urban redevelopment, water supply, and wastewater infrastructure renewal, historic water system restoration, river rehabilitation, in addition to conservation of historic houses and tourism management training; (iii) development of manuals, guidelines, and other assistance to project implementation; and (iv) capacity building and assistance to project implementation.

PROJECT PREPARATION: CASE STUDIES



Photos a and b – China: Views of heritage assets in the Shandong Province, a major destination for the country's emerging middle class.

Technical Assistance for Enhancing Capacity in the Shandong Province

Task Team Leader	Meskerem Brhane
Grant Amount	\$50,000
Approval Year	2011
Grant Status	Closed
Associated Project	Shandong Confucius and Mencius Cultural Heritage Protection and Development Project, P120234
Bank Financing	\$50 M
Total Project Cost	\$130.78 M
Project Status	Under Implementation

The project was declared effective in 2011 and is currently under implementation. Project sites include Qufu, Zoucheng, and surrounding sites, which are on the UNESCO World Heritage List and its Tentative List. Significant works on water system restoration have already been completed and works for a number of other sites targeted by the project are under way. Additionally, capacity building activities have been carried out and others are being implemented.

Grant

The project benefitted from a grant of \$50,000, awarded in 2011. The grant financed studies in partnership with the Chinese Academy of Cultural Heritage, which supported the implementation of the associated lending operation, particularly: (i) site survey, (ii) decay assessment, (iii) sampling, (iv) data processing, (v) samples' tests and analyses, (vi) trial conservation, and (vii) result evaluation in cultural heritage assets in Qufu and Zoucheng, applying international principles of cultural heritage conservation, and coordinating with the implementing agency and local Cultural Heritage Bureaus.

Grant-financed studies have been used to develop technical specifications to intervene on major heritage sites targeted by the project. Experts from the Chinese Academy of Cultural Heritage involved staff from the local Cultural Heritage Bureaus in Qufu and Zoucheng proactively, in order to transfer knowledge and facilitate work implementation.



..... CC



BOSNIA- HERZEGOVINA

PILOT CULTURAL HERITAGE PROJECT

The reconstruction of the Mostar Bridge is one of the most notable achievements in the World Bank portfolio of cultural heritage projects. It aimed at fostering reconciliation among social and ethnic groups in Bosnia and Herzegovina by recognizing and rehabilitating their common cultural heritage in Mostar. The loan consisted of: (i) reconstructing the Stari Most—a 27-meter stone bridge built above the Neretva river in the 16th century—and the adjacent Tara and Halabija towers; (ii) restoring selected monuments in the city's historic district (Old Town); and (iii) preserving the Old Town's historic character through neighborhood initiatives.

ANALYTICAL WORK AND POLICY SUPPORT: CASE STUDIES



Photos a and b – Bosnia-Herzegovina: Restored Mostar Bridge, a tangible evidence of reconciliation in the Balkans.

To support the project's activities, a grant of \$150,000 was allocated in 2000. The grant was intended to be used on two fronts: (i) to improve institutional capacity to manage the cultural assets of the old town of Mostar by reviving the Agency for the Old Town; and (ii) to improve public information and community participation. Despite interest on the side of the Project Implementation Office, the first component of the grant did not materialize because of the municipal institutional set-up of the City of Mostar, which was divided across ethnic lines. Several municipalities existed and the jurisdiction over the Old Town was not clear. The second component succeeded in improving the communications component inside the Project Implementation Office and in the City of Mostar by providing updated information about the project to the population of Mostar as well as to the international visitors. Training was provided and an information strategy developed. A public opinion poll was conducted and improvements in the attitude of the population toward the rebuilding of the Bridge and the future of the city were detected. Feedback from the population was helpful in shaping further communication initiatives and in asserting the importance of renovating the cultural center as a means to revive the economic, social, and cultural vigor of the city.

The Mostar Bridge reconstruction was made possible through a multi-lateral partnership. The World Bank allocated \$4.0 million to the project, in addition to \$3.1 million from the Government of Italy, \$2.0 million from the Government of the Netherlands, \$1.0 million from the Council of Europe Development Bank, and \$0.5 million from the Government of Croatia. These funds were channeled to the project through trust agreements with the World Bank. The Governments of Turkey and France also made direct contributions to the project. UNESCO, the Aga Khan Trust for Culture, and the World Monuments Fund also made significant contributions in partnership with the World Bank. The City of Mostar provided local funding according to an agreed schedule.

Bosnia-Herzegovina Pilot Cultural Heritage Project

Task Team Leader	Lawrence Hannah
Grant Amount	\$150,000
Approval Year	2000
Grant Status	Closed



CC



WORLD

SAFEGUARDING PHYSICAL CULTURAL RESOURCES

The grant supported the creation of tools and training for implementing the World Bank's safeguard policy regarding physical cultural resources. The policy requires an assessment of potential risks to physical cultural resources very early in the preparation of all projects financed in whole or in part by the World Bank. The Bank has had a safeguard policy for cultural property since 1986, and cultural heritage is a recognized component of Environmental Impact Assessments (EIA).

The Grant

The grant enabled the creation of a draft Physical Cultural Resources Country Profile for each of the Bank's client countries and detailed profiles for 19 countries, which were completed by country-based specialists. In detail, the output included:

- 127 country profiles;
- 19 profiles completed in detail by client country experts;
- An internal World Bank website containing all Profiles;
- An Operational Manual for maintaining and updating the Profiles; and
- Three pilot projects on expanded use of the Profiles.

The Physical Cultural Resources Country Profiles, and their use, have been demonstrated in various training sessions designed for Bank staff and consultants, as well as for client country cultural officials and practitioners, and professionals in the fields of cultural resource management and impact assessment.

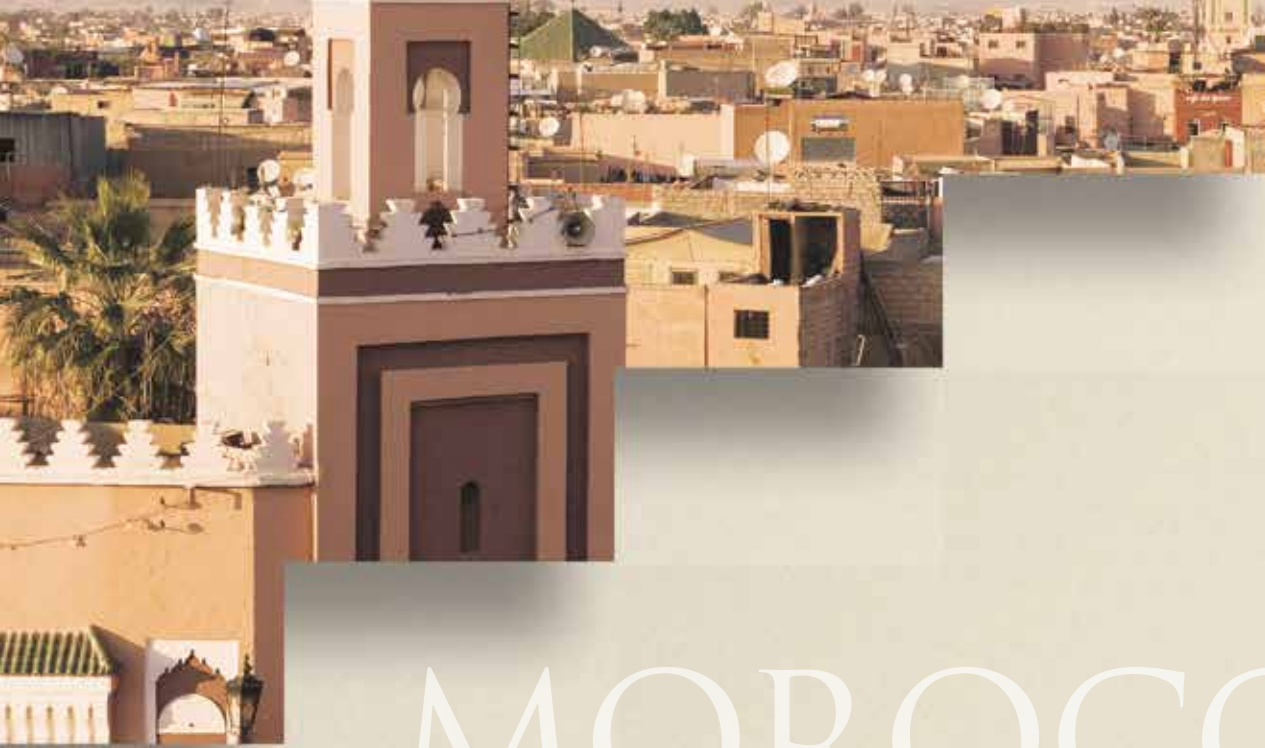
Guidance material has been prepared for each of the Bank's six regions on implementing the safeguard policy for physical cultural resources. The Physical Cultural Resources Country Profiles anticipated two important trends in the Bank's approach to implementing its safeguard policies. The first is decentralization of responsibility for decision making on safeguards issues in most projects to the Task Teams, and emphasis on early determination regarding safeguard policies applicable to a given project. The second trend is toward reliance on a client country's established systems for safeguards when they meet the Bank's standards. Both developments accentuate the need for readily available information on the organization and management of culture and environment in client countries.

..... CC

Safeguarding Physical Cultural Resources	
Task Team LeaderJean-Roger Mercier
Grant Amount \$100,000
Approval Year 2003
Grant Status Closed



Safeguarding cultural heritage is an integral part of World Bank's development work.



MOROCCO

DEVELOPMENT STRATEGIES FOR HISTORIC CITIES

This grant was allocated to respond to the request of the Government of Morocco for analytical and policy support on the future of the country's historic towns and on the optimal strategies for their development. The study concentrated in particular on strategies that pursue the following objectives:

- (i) To ensure the preservation of the existing patrimony through policies and measures extended to monuments, key public and private buildings, physical and intangible cultural assets of the historic towns, according to internationally recognized standards;
- (ii) To develop the economic potential of the medinas through the positive impacts of sustainable tourism, the promotion of handicrafts, cultural activities, and the hospitality industry;
- (iii) To satisfy the basic needs of the residents through the improvement of housing conditions, access to basic infrastructure and public services, and job creation.

ANALYTICAL WORK AND POLICY SUPPORT: CASE STUDIES



Photos a, b, and c – Morocco: Tourism in historic cities can benefit from proximity to the European market.

The study was conducted in two phases; the first phase covered the analysis of the role of the 31 medinas in Morocco’s life and their basic demographic and socio-economic characteristics, in addition to the analysis of the present strategies and investment programs and preparation of four case studies, focused on Marrakesh and Essaouira as best practices and on Salé and Tetouan as medinas with untapped potential. The second phase concentrated on the development of the policy recommendations, based on the assessment of the approaches, measures, institutional, and operational modalities best suited to reach the stated objectives.

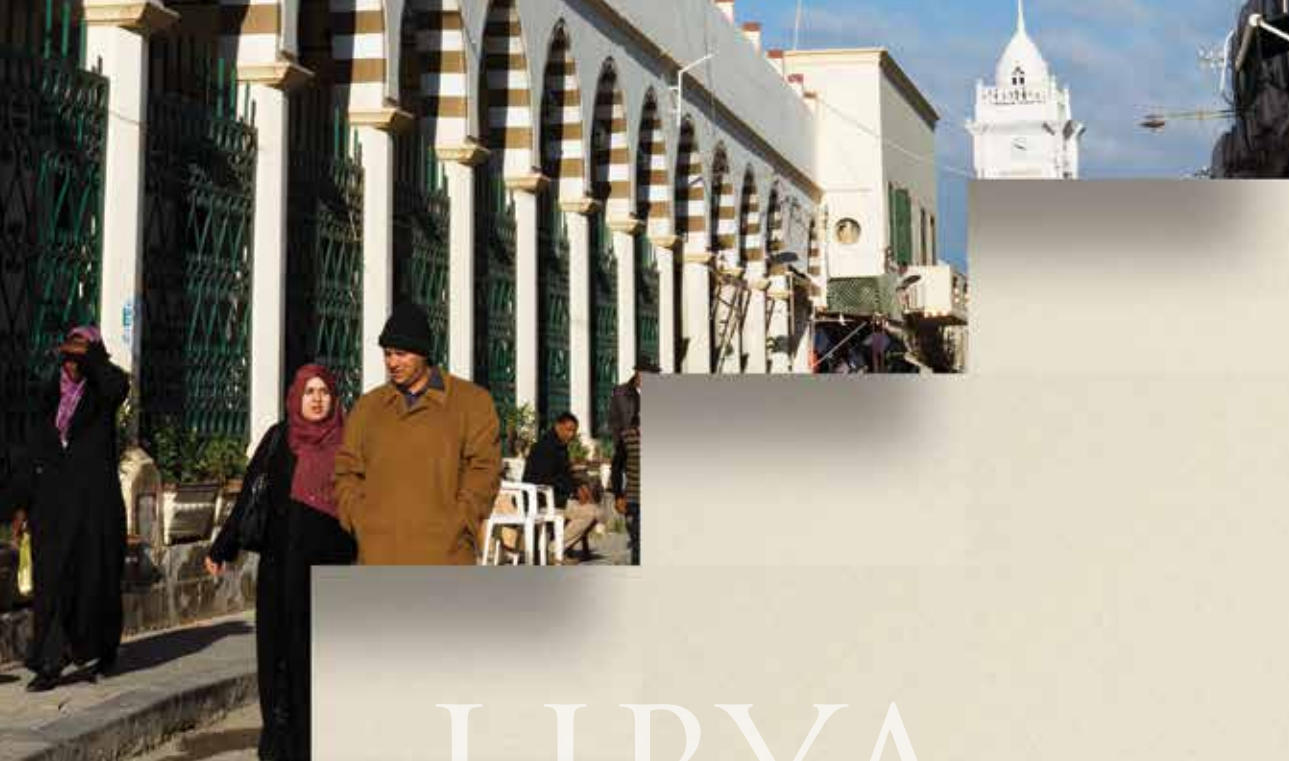
The findings of the report were disseminated in several formats. A policy note was issued in June 2008 in both English and French and widely disseminated. A policy workshop took place in 2009 and was organized in a historic building within the medina of Salé, one of the historic cities reviewed by the study to present and discuss the recommendations with national and local stakeholders. The workshop was attended by the representatives of the Steering Committee, which supervised the study comprising the Ministries of Interiors, Housing and Planning, Culture, Tourism, Arts and Crafts, and General Affairs.

The policy workshop was followed by the inauguration of the exhibition “Yesterday/ Tomorrow: 50 years of conservation and urban innovation in Italy”, which presented public policies and cases of urban rehabilitation of historic cities in Italy. The exhibition had been produced by the Center for Urban Regional and Environmental Research of the University of Ferrara, in collaboration with the Italian Association of Artistic and Historic Centers and with the Municipality of Ferrara. The exhibition was hosted by the National School of Architecture in Rabat. The results of the study were also presented at the “Medinas 2030” conference organized by the Institute di Architecture of the University of Venice on behalf of the European Investment Bank.

Development Strategies for Morocco’s Historic Cities	
Task Team Leader	Anthony Bigio
Grant Amount	\$100,000
Approval Year	2007
Grant Status	Closed



..... CC



LIBYA

CULTURAL HERITAGE SECTOR ASSESSMENT

This grant financed the preparation of a comprehensive study on the Sustainable Management of Libya's Cultural Heritage with the objective of assessing its potential for tourism generation and economic diversification. Upon award of the grant, the Bank carried out a fact finding mission, developed detailed terms of reference, and undertook an open and competitive recruitment process, which generated considerable interest and led to the selection of an internationally renowned consulting firm with extensive experience in the field of cultural heritage management.

The methodology for the study was presented and discussed at a first workshop held in Tripoli in December 2010, when the Libyan authorities demanded to refocus the study exclusively on the management of the heritage and on providing the first elements of a strategy for the reorganization and strengthening of the Department of Archaeology. This was justified by the critical state of the heritage sector and by the need to strengthen its management in advance of tourism development.

ANALYTICAL WORK AND POLICY SUPPORT: CASE STUDIES



Photos a, b, c, and d – Libya: Cultural and natural sites are among the most attractive assets in the Mediterranean.

Bank supervision was implemented in conjunction with the UNESCO-led efforts on the protection of the Libyan heritage during and after the conflict, including participation in the international workshop held at UNESCO on October 21, 2011, where the uniqueness of the Libyan heritage, the urgent need of its protection, and the tremendous potential that it represents in terms of tourism development were highlighted.

The final results of the study were presented at a stakeholders workshop in Tunis, due to security conditions, attended by (i) senior officials and experts from the Department of Archaeology and the Ministry of Tourism; (ii) the consulting firm responsible for the study; and (iii) members of the World Bank team and UNESCO. This one-day workshop was devoted to a detailed discussion along various themes: (i) summary analysis of cultural management in Libya, strengths and weaknesses; (ii) preservation: short and medium-term priorities and action plan; and (iii) proposal for reorganization of the Department of Archaeology. The study's recommendations addressed the management of archeological sites, urban heritage, historic cities and villages, rural landscapes, and rock art.



Libya Cultural Heritage Sector Assessment	
Task Team Leader	Chantal Reliquet
Grant Amount	\$300,000
Approval Year	2010
Grant Status	Closed





SÃO TOMÉ & PRÍNCIPE

CULTURAL HERITAGE STUDY

This grant was used to prepare an assessment report on the cultural heritage of São Tomé and Príncipe. With Gross Domestic Product per capita of US\$1,190 (2010), the country is the second poorest in Africa. It is an archipelago of about 1,000 square kilometers with a population of 160,000 inhabitants. Its narrow export base is mainly composed of two sectors: cocoa and tourism. In the last decade tourism has replaced cocoa as the primary source of foreign exchange, representing about 5 percent of GDP and over 40 percent of total exports earnings. But the country has a long way ahead to capture a larger share of the region's tourism market and to be able to transform its cultural and natural assets into economic value. International tourist arrivals have been steadily growing until the recent economic crisis. In 2010, 15,000 visitors arrived in São Tomé, mostly from Europe and specifically from Portugal. The cultural heritage of São Tomé can help in boosting the country's tourism exports.

ANALYTICAL WORK AND POLICY SUPPORT: CASE STUDIES



Photos a, b, and c – São Tomé and Príncipe: Unique colonial heritage can help the country generate jobs and economic growth through tourism growth.

The main assets are the remains of the colonial Portuguese architecture in the capital city of São Tomé, the coffee and cocoa plantations called Roças, and collections of buildings, which hosted slaves and contract laborers and housed the equipment and tools for cocoa and coffee production. A sophisticated network of railways built by the Portuguese in the 19th century also has the potential to be rehabilitated. The city of São Tomé has some examples of stunning colonial architecture; however, most of the buildings are in ruins. Vegetation and humidity have increased the speed of degradation of the buildings, specifically in places where wooden elements were used either in the structure or decorations. Several monumental structures are of architectural and historic significance. The intangible culture of the country includes dances and festivals, which have roots in cultures of various ethnic groups, brought from Cape Verde, Angola, and Mozambique by the Portuguese as slaves and contract laborers.

A mission took place in December 2011, to visit and assess the cultural heritage assets. The mission met with various Government entities and established connections with local community representatives and art and culture educators. The mission also obtained the existing material from the National Archives and the library, the Ministry of Public Works, and the Tourism Directorate.

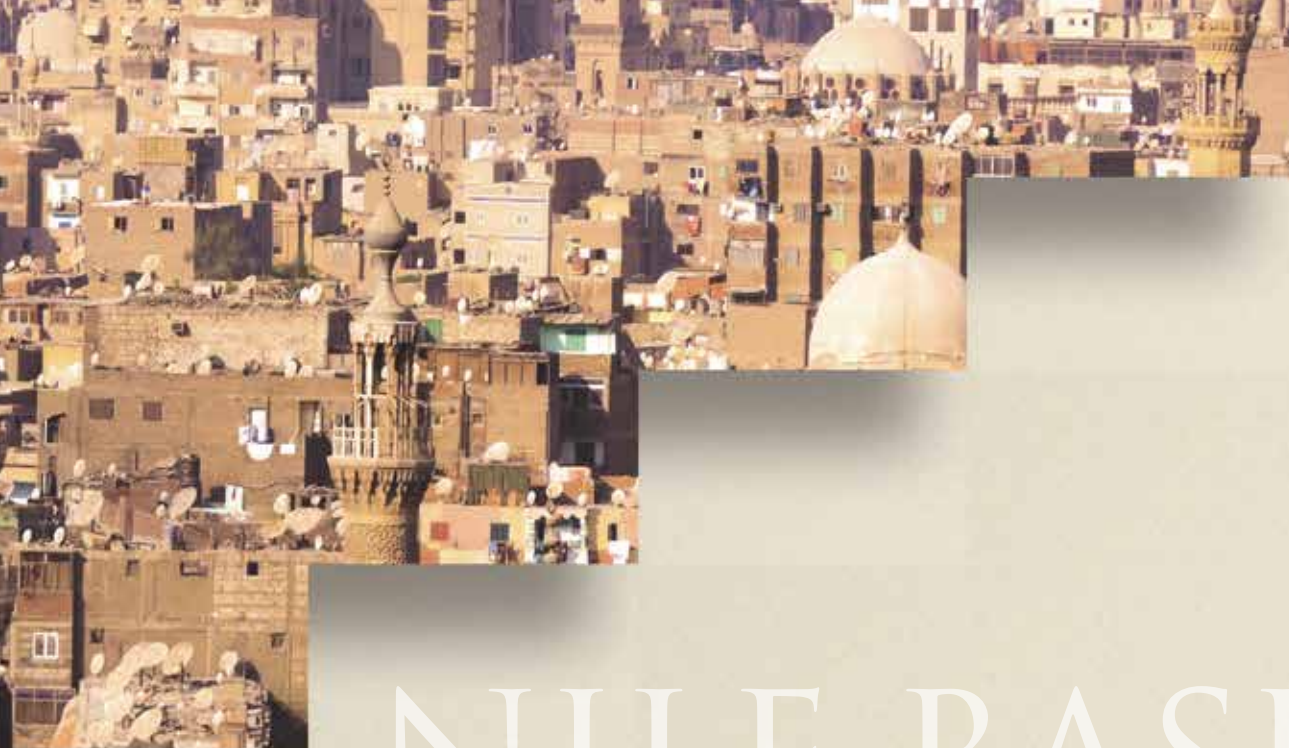
The assessment report documents the tangible and intangible cultural heritage of São Tomé and concludes with a set of recommendations to jumpstart the conservation process as well as on destination and market development with the goal to increase tourism exports and to integrate poverty reduction within the conservation activities. It is designed as a stepping-stone for attracting other donors. The World Bank study overlaps with the ongoing efforts by UNESCO in preparing a Master Plan for the cultural heritage of the country and efforts to include it on the World Heritage list. The study is a base for potential new initiatives to develop tourism by the Finance and Private Sector Development team of the Africa region of the World Bank.

São Tomé and Príncipe Cultural Heritage Study

Task Team Leader	Monica Sawyer
Grant Amount	\$20,000
Approval Year	2011
Grant Status	Closed



CC



NILE BASIN

CULTURAL RESOURCES MANAGEMENT

The World Bank physical cultural resources safeguards provide the development process with an opportunity to identify and safeguard cultural resources as economic and social assets. This grant enabled the World Bank to undertake four complementary activities to build capacity for implementing its physical cultural resources safeguard policy in eight countries within the Nile Basin Initiative. This project built on the accomplishments of a previous grant, which provided for creating a Physical Cultural Resources Country Profile for a number of the Bank's client countries.

This capacity-building program was implemented in partnership with ICCROM (the International Centre for the Study of the Preservation and Restoration of Cultural Property), based in Rome, which recommended the participation of two African non-governmental cultural heritage organizations: the Centre for Heritage Development in Africa in Mombasa, Kenya; and the Ecole du Patrimoine Africain in Porto Novo, Benin. Both organizations have incorporated materials from the program into their continuing training courses.



Photos a and b – Nile Basin countries: Bank's safeguard policies provided an opportunity to identify their cultural resources.

Cultural Resources Management in the Nile Basin Region	
Task Team Leader	John Bryan Collier
Grant Amount	\$100,000
Approval Year	2009
Grant Status	Closed

The program aimed at providing materials and serving as a model for replication by the World Bank in other regions, as well as by other multilateral and bilateral financial development institutions, national governments and non-governmental organizations. The specific activities and results of the project are as follows:

- Translation from English to French of the World Bank's Physical Cultural Resources Safeguard Policy and Bank Procedures, the World Bank Physical Cultural Resources Safeguard Policy Guidebook, and the Physical Cultural Resources Country Profile template and instructions, which are used in training, and their dissemination in paper and electronic formats.
- Completion of Physical Cultural Resources Country Profiles for countries in the Nile Basin by national cultural heritage professionals in eight countries: Burundi, Democratic Republic of Congo, Egypt, Ethiopia, Kenya, Rwanda, Sudan, and Uganda.
- Development of training materials, in electronic and print formats, suitable for individual and group instruction. One thousand CD-ROM training packages in English and 500 in French. In addition, the Safeguard Policy, its Guidebook, and the Country Profiles and training modules were posted on several web sites within and outside the World Bank.
- Delivery of a training workshop for cultural resource and environmental authorities from countries in the area, resulting in creation of national and regional action plans to stimulate collaboration, dissemination of training materials, and sharing of knowledge and experience on cultural heritage in the development process.



..... CC



EUROPE & CENTRAL ASIA

HISTORIC CITY CONSERVATION AND URBAN REGENERATION

This grant was used to support the “Historic City Conservation and Urban Regeneration” Module of the Sustainable Cities Initiative in Europe and Central Asia. The main premise of the Sustainable Cities Initiative is that cities in East Europe and Central Asia have an important opportunity to learn from their Western European neighbors, which can provide practical examples and encourage cities to promote policy changes and investments that will help them pursue a path toward improved sustainability. The initiative aims at encouraging approaches to fulfill cities’ economic, financial, social, and environmental sustainability goals. It has been organized around four core activities: (i) orientation, awareness, knowledge exchanges, study tours, and exposure workshops; (ii) development and implementation of local diagnostic toolkits; (iii) peer learning exchange; and (iv) implementation (Sustainable City Actions Plans and Financing).

KNOWLEDGE EXCHANGE: CASE STUDIES

Cities in Europe and Central Asia are transitioning from predominantly industrial-based to more service-oriented economies, including sustainable tourism and creative industries. Emerging from a period of their history where culture and identity have not been fully tapped as a catalyst of economic and social development, these cities increasingly seek to reshape and rebuild their future around assets that give expression to their unique and distinctive identities. Investing in historic city conservation and urban regeneration can help cities respond to times of crisis. With the global financial crisis having hit the region particularly hard, many cities are looking to generate additional revenues from sustainable tourism and creative industries, as well as to retain and attract new businesses and investment by branding the uniqueness and potential of their historic cores and underutilized endowments.

The objectives of the Historic City Conservation and Urban Regeneration Module were to:

- Provide first-hand knowledge to central and local government officials, urban policy makers, and senior professionals to better understand, design, plan, implement, and manage the various dimensions of historic city conservation and urban regeneration that can promote sustainable cities;
- Promote policy dialogue and support awareness raising among decision-makers and key institutions at all levels in the region and translate this into concrete actions to update planning guidelines and regulations to conserve historic cores and revitalize underutilized built assets;
- Develop and apply on a pilot basis diagnostic tools and supportive resources to cities engaged in undertaking new historic city conservation and urban regeneration initiatives; and
- Create a platform for implementing sustainable city projects throughout the region, with special emphasis on historic cores, underutilized built assets, and citywide regeneration.

Historic City Conservation & Urban Regeneration

Task Team Leader . . .	Stephen George Karam
Grant Amount	\$220,000
Approval Year	2010
Grant Status	Closed



Photos a, b, c, and d – Italy: Study tour and interaction with experts can help mayors and city officials know about good practices.



With this background, and as part of the “Historic City Conservation and Urban Regeneration” Module, the Bank partnered with Milan Polytechnic University to provide training for 20 central and local government representatives from the ten cities in the region. These representatives traveled to Italy from March 18 to 23, 2012, where they were exposed to good practices of historic city conservation and urban regeneration projects in Lombardy and Liguria. The participants had the opportunity to interface with government and city officials, leading scholars, practitioners and private sector representatives in a five-day interactive workshop/site visit program. This knowledge exchange culminated in 2.5 days of practical hands-on application of learning through urban design charrettes.

Prior to the study tour, Milan Polytechnic University developed fact sheets on the 10 cities, highlighting opportunities, main issues, and challenges faced in terms of historic city conservation and urban regeneration, as well as some of the successes they have managed to achieve in the field. These fact sheets helped to frame discussions among participants and partnership on targeted projects. Milan Polytechnic University used a detailed questionnaire to collect data from the ten cities and developed a detailed program agenda and a learning tool that profiled the three Italian cities visited—Milan (large metropolitan city), Genoa (port city), and Bergamo (mid-size transitioning industrial city). Specific attention was paid to key challenges and good practices applied by these three cities.

Following the study tour to Italy, the World Bank Institute produced a learning video for future courses that contained classroom footage, site visits, and selected presentation materials. The video is currently used in ongoing e-learning programs.

In addition, based on the outcome of the workshop, World Bank staff and their consultants worked with selected partner cities to develop tools and practical applications of their learning. Specific areas of focus were historic cores, cultural heritage assets, and underutilized industrial assets with potential for adaptive reuses, (e.g., former industrial areas featuring buildings of significant architectural value). The tools employed helped in identifying, integrating, and leveraging other sustainability dimensions into historic city conservation and urban regeneration-focused interventions. More specifically, the tools helped analyze investment potential and the pre-requisite planning requirements, including:

- Definition of zones for potential interventions reflecting at minimum the following dimensions: area, characteristics, population, density, level and type of economic activities, and income levels;
- Definition of asset value and character (architectural, cultural, or industrial historic characteristics);
- Asset inventory (age of buildings, ownership, current use, potential adaptive reuse, etc.);

- Urban planning framework at the city level and how it applies to the zones for potential interventions;
- Financial instruments currently available within the legal and regulatory framework for attracting real estate developers (TIFs, TDRs, etc.), and financing of conservation and regeneration projects; and
- Other opportunities for involving the private sector.

As a result of this collaboration with the Milan Polytechnic, two cities of Gaziantep (Turkey) and Bryansk (Russia) have been selected as the pilots following the Workshop. The cities have been selected based on ease of implementation, demonstrated ownership on the previous phases of the assignment, capability and willingness of local authorities to assist with data collection and analysis, applicability within an existing or planned project intervention, potential for replication and relevance for other cities, and potential for engagement within an investment program. Leading scholars from Milan Polytechnic University and specialized consultants visited these two cities and worked actively with them in adapting and applying principles and approaches from the urban design charrettes. Results from the field-based engagement developed both important conceptual approaches and investment ideas.

CC

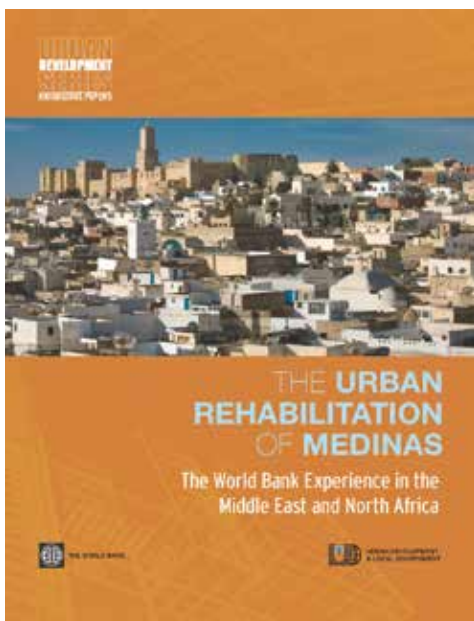


The Urban Rehabilitation of Medinas

Anthony G. Bigio, Guido Licciardi – 2010

Building on 20 years of lending and technical assistance in the field of cultural heritage in the Middle East and North Africa Region, this publication presents the key objectives for the rehabilitation of historic centers or medinas: (i) conservation of the urban and cultural heritage; (ii) local economic development of the historic city; and (iii) improvement of the living conditions of the resident population. Such objectives must be reached simultaneously for the projects to be considered successful. The paper presents some innovative ways to classify the contemporary users of the medinas into different categories, which then become the market segments to reach via the rehabilitation initiatives, given the radically changed present role of historic cities as urban cores of much larger urban agglomerations.

In addition, the paper elaborates on the roles of the public and private sector, as well as of the non-profit or third sector, which need to be called upon to participate actively in the urban rehabilitation process, and defines the specific activities that should be carried out by each, drawing from examples of rehabilitation projects in Lebanon, Jordan, Morocco, Tunisia, Yemen, and West Bank and Gaza. Finally, the paper reviews the financial and fiscal instruments that can be used to mobilize the necessary resources, including the roles of scaled-up private sector investments and of international development financing in support of national and local governments. As sustainable cultural tourism is put forth as the main economic rationale for investment of financial resources in medina rehabilitation, the paper also presents an innovative multi-criteria index to determine the tourism potential of historic cities in the region, which has been recently used in the case of Morocco for a national strategy for the rehabilitation of its historic cities.



..... CC

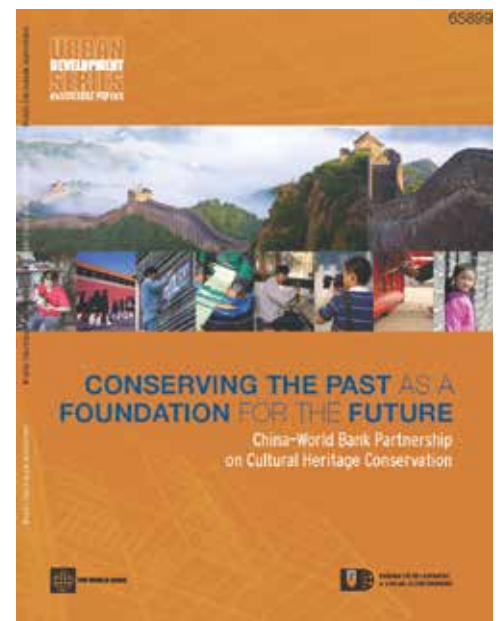
Axel Baeumler, Katrinka Ebbe, Guido Licciardi – 2011

Since the early 1990s, China and the World Bank have developed a partnership to incorporate cultural heritage conservation in development projects. Through this partnership, 12 projects have been financed, totalling \$1.3 billion in loans, of which \$260 million were allocated directly to conserving the cultural heritage of China. These projects have shown that integrating cultural heritage conservation in development projects can deliver both social and economic benefits to local communities. Such benefits are based on a vision for conservation that expands economic opportunities and revenues, enhances the quality of life, generates local identity and provides opportunities for competitive regional and international branding of locations.

This publication presents an overview of the approaches these projects have taken, taking stock of the challenges, extracting initial lessons learned, and identifying new directions and challenges ahead. The principal audience of the report are national, provincial, and municipal decision makers engaged in conserving China's cultural heritage, in addition to World Bank staff and those in the international community who wish to gain an overview of the projects conserving cultural heritage in China that have received World Bank financing. Overall, the publication shows three phases of the lending program; Response to Immediate Needs, Systematic Analysis, and Integrated and Broad-Based Approach. The publication also shows that while most of the projects included cultural heritage as a component, since 2008 the Government of China is more inclined to borrow for stand-alone projects, fully devoted to cultural heritage conservation in development.

..... CC

Conserving the Past as a Foundation for the Future



Economic Impacts of Cultural Heritage Projects in Macedonia and Georgia

David Throsby – 2012

This publication presents a study on “Economic Impacts of Cultural Heritage Projects in Macedonia and Georgia”, which was developed by David Throsby, one of the most prominent international scholars in the field of cultural economics, under a grant in 2010. The report was an extensive and rigorous analysis of the World Bank cultural heritage projects in Georgia and Macedonia and confirmed the positive impacts of these investments on the local economies.

In the Macedonian case, the project helped to stimulate ongoing investment of \$2.5 million in the Skopje Old Bazaar. Tourist numbers increased compared to the control site of Prilep; between 2005 and the study survey conducted in 2010, daily tourist numbers in the Skopje Old Bazaar increased by 90 percent compared to a slight decline in Prilep. Employment also grew more rapidly in the target site than in the control area. In addition, the project had a positive impact on expansion of local businesses.

In the case of the Georgia project, the report compared the target area of Zemo Kala with the control site of the Metekhi Plateau within Old Town Tbilisi. The indicators assembled pointed to an increase in tourism in the target area since the heritage rehabilitation. With regard to housing, 42 percent of residents in Zemo Kala thought that their conditions had improved since 1998 compared with only 30 percent in Metekhi Plateau. The cultural and social benefits arising from the heritage revitalization were also apparent in the survey of visitors to the Zemo Kala area. The study demonstrated with empirical evidence that interventions in the conservation of historic assets have a positive impact on the local economy.



CC



In addition to publications, the Italian Trust Fund has financed several other knowledge products and exchange activities to foster innovation and transfer of knowledge on cultural heritage conservation among the countries.

As an example, a grant financed the participation of five delegates from MNA countries to the “Culture, Economic and Cities Conference on World Heritage at Risk” held in Ravello, Italy in September 2011. The purpose of the Conference was to discuss the role that economics plays in the assessment of the social and economic risks faced by world heritage. The Conference launched the Conference Series on Culture, Economics and Cities with the aim of creating a platform for scholars in the field of urban studies and cultural economics in order to discuss issues related to culture and cities, identify cutting edge methodologies with a multidisciplinary perspective and a clear economic emphasis. The Conference contributed to the urban research agenda by creating new synergies between academic approaches and disciplines, while focusing on a specific issue—the preservation and economic valuation of urban cultural heritage at risk in its various (tangible and intangible) forms—transversally linking issues such as cultural diversity, migration, city identity and branding, city governance and management, cultural heritage conservation, cultural tourism management, climate change challenges to cultural heritage, and identity/cultural heritage preservation in armed conflicts and in their aftermaths.

Another example of such knowledge exchange activities is organization of the “Cultural Heritage Day” in November 2011 with the office of the Italian Executive Director at the World Bank as part of the celebrations for the 150th anniversary of the Unification of Italy. The aim was to present—through a range of topics and speakers—an overview of Italian



Bam Citadel in Iran: an example of world heritage at risk.



Italian downtowns are hotspots for city branding and tourism.

experience in cultural heritage management and cultural tourism. The presentations ranged from overviews of national and local strategies to the benefits of tourism development to technical aspects of conservation. The event enhanced the understanding of opportunities and challenges of developing cultural tourism as a means for job creation and poverty reduction. The speakers represented the public and private sectors and academia and shared their experiences from General Directorate of Management and Promotion of Cultural Heritage in Italy, University of Florence, and Istituto Superiore sui Sistemi Territoriali per l'Innovazione (SiTI). The event targeted Bank staff and external participants, and was designed in an interactive manner to maximize learning from good practices in historic city management in Italy.

..... CC



LEBANON

CULTURAL HERITAGE AND URBAN DEVELOPMENT PROJECT

One of the Bank projects that benefited from a partnership grant for project preparation is the on-going Lebanon Cultural Heritage and Urban Development Project. The Bank loan of \$58.5 million is part of total project costs of \$119 million, which include parallel financing from Italian Development Cooperation and Agence Française de Développement for specific project components. The profile hereunder, contributed by the Italian Development Cooperation, specifies how its parallel financing supports the achievement of the common project development objectives. It is an example of how the partnership has extended well beyond grant activities. Similar cases are the Bosnia Herzegovina and the Albania projects.

The involvement of Italian Development Cooperation experts in the design of the Bank project ensured a shared commitment to its objectives of improving local economic conditions, enhancing the standards of living in five main cities (Baalbeck, Byblos, Saida, Tripoli, and Tyre) and improving the conservation and management of their archaeological and urban heritage. With an overall contribution of Euro 10.3 million as a soft loan and of Euro 0.6 million as a grant for technical assistance, the components financed by the Italian Cooperation are fully coordinated with the interventions promoted by the Lebanese Government and the World Bank.

Italian parallel financing supports the economic development of the areas surrounding some of the most important sites of the national cultural patrimony while improving the living conditions of local communities, via the following main components:

ITALIAN PARALLEL FINANCING



Photos a, b, c, and d – Lebanon: The country is endowed with world-class sites that have great potential for tourism development.

Urban Component: rehabilitation and enhancement of historic city centers: specific activities for the restoration and requalification of historical buildings in the urban areas of Saida (Khan El Echle, a three story Caravanserais in Old Saida, which will be used as an center for arts and crafts) and Baalbeck (the Serail that will host the new premises of the Municipality Offices).

Archaeological Component: conservation, presentation, and promotion of archaeological sites: project design and implementation of conservative restoration actions in the main archaeological sites of Tyre and Baalbeck (UNESCO World Heritage Sites), namely the Bacchus and Jupiter Temple in Baalbeck and the sites of Al Mina and Al Bass in Tyre; the Land Castle in Sidon and the Esandemir Mill from the Ottomans times in Tripoli. These actions include also the presentation of the sites with the organization of suitable visiting paths.

Institutional Strengthening: Technical Assistance to the Directorate General of Urban Planning which aims at the elaboration of general guidelines for the urban planning of the historical city centers and for the improvement of the living conditions in the related cities; transmission of best practices within the actions implemented for the Urban Component.

The program is implemented by the Council for Development and Reconstruction, which is responsible for the procurement, supervision and overall management and relevant soft loan funds. Ex-post evaluation is carried out by the Italian Development Cooperation. Recently, the relations between the three donor agencies have been strengthened: more coordination meetings have taken place with the objectives of reviewing the program's progress, sharing solutions, defining a joint strategy to cope with the recent difficulties related to the unstable political situation of the country, as well as to coordinate future actions foreseen for the sustainability of the program after its completion.



..... CC

Multi-Donor Trust Fund for Cultural Heritage and Sustainable Tourism

Building on 11 years of partnership to support cultural heritage projects at the World Bank, the Multi-Donor Trust Fund (MDTF) for Cultural Heritage and Sustainable Tourism was launched in September 2011, with the participation of the Governments of Italy and of India. The MDTF so far has financed ten activities that are currently under implementation. In its first call for proposal, four large grants (about \$300,000 each) and three small grants (\$50,000 each) have been allocated. The large grants have been allocated to project preparation, analytical and sector work, technical assistance, and pilot projects in the MNA and SAR regions, while the smaller grants have been allocated to project identification and technical assistance in other regions. In addition, funds have been allocated for scholarships for Indian officials to specialize in Italian cultural institutions and for program support. Future activities will be identified and financed in close cooperation with the donors.

CC

MDTF Grant Allocations 2012–2013										
Title	Country	Region	Topic	Amount	Task Team Leader	Approval Year	Source of Financing	Associated Project	Bank Loan (\$ million)	Total Project Cost (\$ million)
1 Sustainable Tourism Development in Kakheti	Georgia	ECA	Project Preparation	\$50,000	Nicolas Perrin	2012	MDTF	Georgia Regional Development Project I and II, P126033, P130421	\$80.00	\$108.00
2 Libya Cultural Heritage Protection Support	Libya	MNA	Analytical, Policy Support	\$330,000	Chantal Reliquet	2012	MDTF	None		
3 Cultural Heritage Sustainable Tourism	Mozambique	AFR	Project Preparation	\$50,000	Hannah Messerli	2012	MDTF	Mozambique – Integrated Growth Poles Project, P127303	\$100.00	\$119.10
4 Scholarships for World Heritage and Cultural Projects for Development	South Asia	SAR	Knowledge Exchange	\$40,000	Anthony G. Bigio	2012	MDTF	None		
5 Thimphu Strategic Cultural Heritage and Sustainable Tourism Plan and Implementation of Priority Actions	Bhutan	SAR	Project Preparation	\$300,000	Janis Bernstein	2012	MDTF	None		
6 Cultural Heritage, Tourism & Urban Development	Jordan	MNA	Project Preparation	\$295,000	Chantal Reliquet	2012	MDTF	Cultural Heritage, Tourism & Urban Development, P081823	\$56.00	\$71.08
7 Enhancing Competitiveness in Macedonia (A Cultural Heritage and Tourism Perspective)	Macedonia, former Yugoslav Republic of	ECA	Analytical, Policy Support	50,000	John Gabriel Goddard	2012	MDTF	None		
8 Road for Cultural Heritage	Timor-Leste	EAP	Analytical, Policy Support	50,000	Ingo Wiederhofer	2012	MDTF	None		
9 India: Inclusive Heritage Management	India	SAR	Analytical, Policy Support	300,000	Stefania Abakerli	2012	MDTF	None		



JORDAN

CULTURAL HERITAGE, TOURISM, AND URBAN DEVELOPMENT PROJECT

Associated Project

The Cultural Heritage, Tourism, and Urban Development Project (P081823) is an IBRD loan for Jordan, and the Bank commitment is \$56 million. The Project Development Objective is to contribute to tourism development in the five key historically and culturally important cities and thereby contribute to local economic development.

The project includes two components: (i) revitalization of historic city centers, urban infrastructure improvements, and cultural landscapes regeneration and (ii) capacity building and project management. The project was declared effective in 2007 and is under implementation. Project sites include the city centers of Jerash, Karak, Madaba, Salt, and Ajloun. Most of the project-financed activities have been successfully completed, with impacts on local economic development, evidenced by tourism micro, small, and medium enterprises (MSMEs) that opened or expanded after the completion of project-financed activities.

PROJECT PREPARATION: CASE STUDIES



Photos a, b, and c – Jordan: Five historic downtowns have been successfully regenerated with World Bank support.

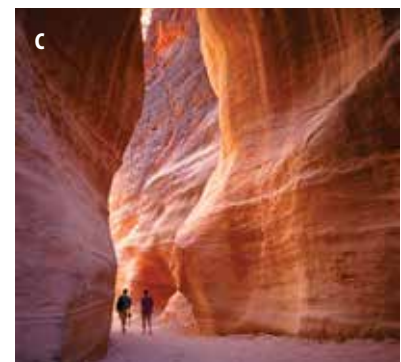
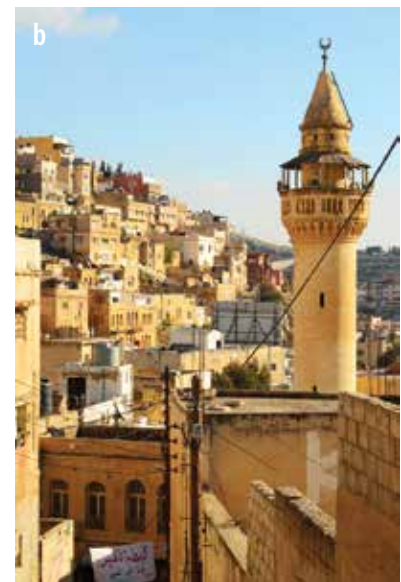
Grant

The project benefitted from a grant of \$295,000, awarded in 2011. The grant's objective is to assist the government of Jordan explore the feasibility of an urban heritage and tourism development project in Irbid and Tafleeh. The grant includes three activities, namely: (i) revitalization plan, (ii) investment plan, and (iii) implementation plan.

The revitalization plan aims at the development of historic assets for Irbid and comprehensive tourism development plan for Tafleeh within its regional context. This includes developing a targeted list of improvements, elaboration of key tourism and heritage policies, and amendments to regulations to facilitate investments, identification of property rights, and areas for institutional development within municipalities to undertake such a plan. The plan will be developed in close coordination with local stakeholders including municipalities, communities, private sector, public sector entities, academic institutions, and civil society. The investment plan will feature a short and medium-term program for the development of tourism assets including these that require rehabilitation and related infrastructure investments.

Jordan Cultural Heritage, Tourism, and Urban Development Project

Task Team Leader	Chantal Reliquet
Grant Amount	\$295,000
Approval Year	2012
Grant Status	Under Implementation
Associated Project	Cultural Heritage, Tourism, and Urban Development Project; P081823
Bank Financing	\$56 M
Total Project Cost	\$71.08 M
Project Status	Under Implementation



..... CC



GEORGIA

SUSTAINABLE TOURISM DEVELOPMENT

Associated Project

The Georgia Regional Development Project (P126033) is an IBRD loan for Georgia, and the Bank commitment is \$60 million. The Project Development Objective is to improve infrastructure services and institutional capacity to support the development of tourism-based economy and cultural heritage circuits in the Kakheti region.

The project includes two components: (i) infrastructure investment, including the provision of financial resources to local governments to carry out investment subprojects in urban regeneration, tourism circuit development, and public infrastructure to attract private sector investments in tourism and agro-processing; (ii) institutional development to enhance the institutional capacity and performance of the Georgia National Tourism Administration, the Agency for Cultural Heritage Preservation of Georgia, the Project Implementing Entity (Municipal Development Fund), and other local and regional entities. These agencies have the mandates to carry out: destination management and promotion, including local outreach campaign; promote geo-tourism routes and tourism portal; skilled workforce development and capacity building; construction supervision and sustainable site management of cultural heritage; and performance monitoring and evaluation activities.

PROJECT PREPARATION: CASE STUDIES



Photos a, b, c, d, and e – Georgia: New circuits linking natural and cultural sites help tourists explore the country and stay longer.

The project was declared effective in 2012 and it is under implementation. Project sites include the city centers of Telavi, Kvareli, the heritage village of Dartlo, as well as Ujarma, Old and New Shuamta, Ikalto, Alaverdi, Bodbe, Gurjaani, Akhtala, Mirzaani, Ninotsminda, Khirsa, and David Gareja. Some of the sites, specifically Alaverdi and its surrounding areas are on the UNESCO World Heritage Tentative List.

Activities have started in almost all sites. Urban regeneration works in Telavi and Kvareli have been completed and related areas opened to public. The innovative Public Private Partnership schemes envisioned by the project are generating results, supporting tourism MSMEs to open or expand their businesses.

Grant Outputs

The project benefitted from a grant of \$50,000, awarded in 2012. The grant financed studies to assess the potential of cultural heritage for tourism development in 14 selected sites and to define their carrying capacity, institutional capacity building and further investment needs to ensure the selected sites can be managed in a sustainable manner to address direct and induced impacts and to optimize local economic benefits.

All the scheduled tasks have been completed in collaboration with the project team and beneficiaries. Strategic recommendations and guidelines for implementing cultural heritage and tourism related interventions in the context of the project have been provided. Particular attention has been given to sensitive sites to ensure that heritage conservation complies with internationally recognized sustainable site management policies.

Through a series of consultations, ten focus group discussions (with religious authorities, local governments, communities, and private sector representatives) and three synthesis workshops (inception, interim, and final) have been organized, resulting in the following

Sustainable Tourism Development in Kakheti, Georgia

Task Team Leader Nicolas Perrin
Grant Amount \$50,000
Approval Year 2012
Grant Status Closed
Associated Project Georgia Regional Development Project; P126033
Task Team Leader Ahmed Eiweida
Bank Financing \$60 M
Total Project Cost \$75 M
Project Status Under Implementation





achievements: (i) Provision of a carrying capacity analysis for the project sites: a methodological framework and estimate was provided for each site; (ii) Tourism diagnosis for the adaptive use of sites: a methodology and completed forms for all sites have been produced and shared; (iii) Preliminary conservation needs assessment: a methodology and template to assess the conservation needs has been prepared; (iv) Development of a framework for site management plans which can be used by the project stakeholders: the methodology and framework has been prepared and shared with the stakeholders; (v) SWOT analysis of the local cultural heritage and tourism sectors: a diagnosis of opportunities and risks for the local market development using global best practice examples has been prepared; (vi) Identification and presentation of international best practices: a list of case studies relevant for Kakheti (religious cultural heritage sites and wine production areas) has been prepared and shared with the beneficiaries: and (vii) Recommendations for the sites management and development were developed with grant-financing, including: (i) information and interpretation, (ii) hospitality, (iii) accessibility and safety, (iv) capacity building, and (v) research and monitoring.

The main outcomes of the Cultural Heritage grant was to increase the institutional capacity of the Georgia Cultural Heritage Preservation Agency to prepare sites and visitors management, and adaptive reuse and assessment of cultural heritage restoration needs. The grant results have also informed the Project design and highlighted the needs for community integration in project design and implementation.

CC



Acknowledgements 2000–2013

Italian Ministry of Foreign Affairs Officials

Stefano Pontecorvo (2003–2006)
Filippo Scammacca (2007–2010)
Mauro Massoni (2011–to date)

Italian Executive Directors at the World Bank

Franco Passacantando (1995–2003)
Biagio Bossone (2003–2006)
Giovanni Majnoni (2006–2011)
Piero Cipollone (2011–to date)

World Bank Managers

Ian Johnson (2000–2001)
Jean-Louis Sarbib (2002–2003)
Maryvonne Plessis-Fraissard (2004–2005)
Laszlo Lovei (2006–2007)
Abha Joshi Ghani (2007–2012)
Sameh Wahba (2013–to date)

World Bank Trust Fund Administrators

Kreszentia Duer (2000–2001)
Gianni Brizzi (2002–2003)
Vitor Serra (2004)
Eleoterio Codato (2005)
Maria Emilia Freire (2006)
Christianna Johnnides (2007–2009)
Richard Clifford (2010)
Anthony G. Bigio (2011–2013)
Guido Licciardi (2013–to date)

World Bank Coordination Team Members

Elvira Morella (2002–2005)
Guido Licciardi (2009–2013)
Rana Amirtahmasebi (2012–2013)





For more information:

Urban Development and Resilience Unit
Sustainable Development Network
The World Bank
1818 H Street, NW
Washington, DC 20433
USA

www.worldbank.org