

Cultural Heritage Management

European Institute of Innovation, Entrepreneurship and Technology
Lessingstraße 79, 13158 Berlin, Germany

Mahmoud Abdou| Berlin



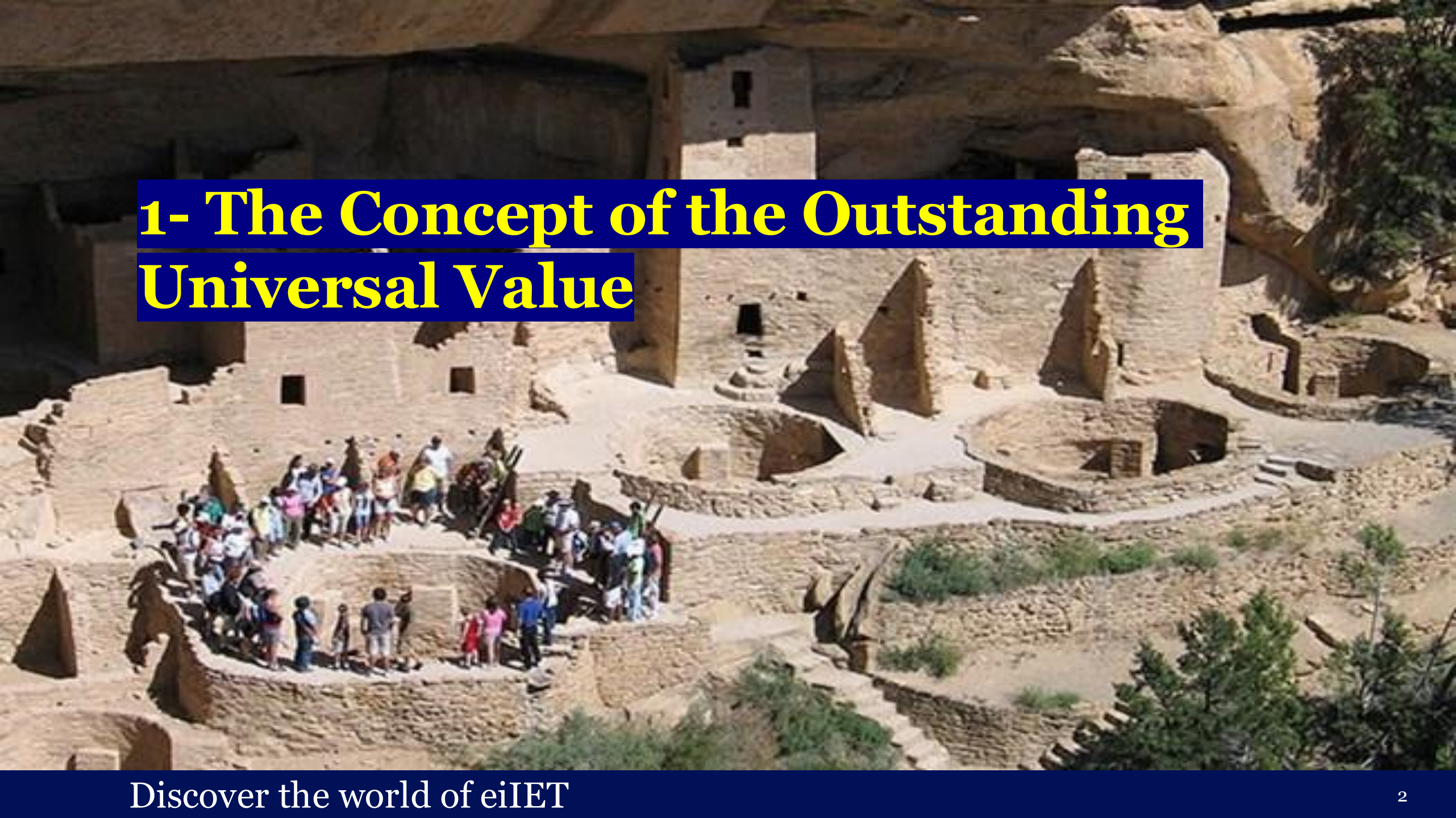
**Lessingstraße 79,
13158 Berlin, Germany
Phone: +49 30 233618555
Fax: +49 30 233618556
Email: info@eiiet.com**

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Outline

1. The Concept of the Outstanding Universal Value
2. On the Meaning of Values
3. On the Meaning of Attributes
4. Authenticity and Integrity



The background image shows a group of people gathered in a courtyard of ancient cliff dwellings. The structures are built into the natural rock formations of a cliff face. There are several multi-story buildings with rectangular windows and doorways. In the foreground, a large group of people, including children and adults, are standing on a dirt path or platform. The scene is set in a dry, arid environment with some sparse vegetation visible on the right side.

1- The Concept of the Outstanding Universal Value

1- The Concept of the Outstanding Universal Value



Heritage conservation requires a clear management framework

In recent decades, two dominant approaches:

Conventional Approach

Values-Led Approach

These approaches:

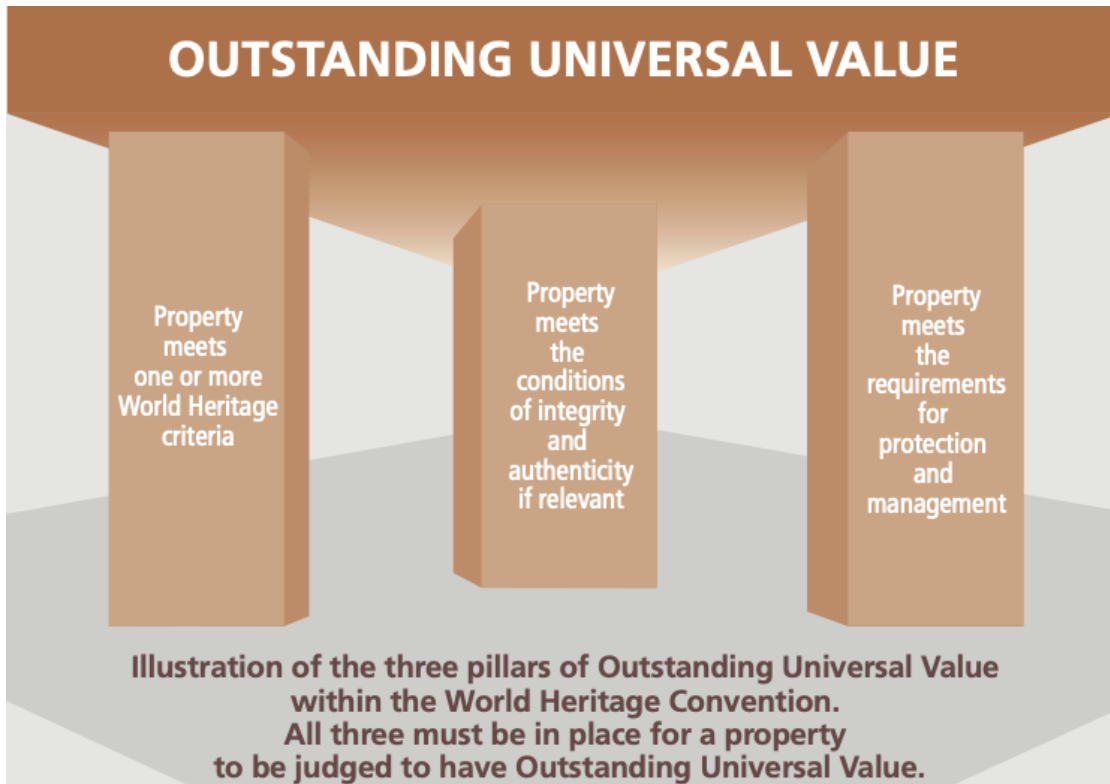
Are not mutually exclusive

Often co-exist in practice

1- The Concept of the Outstanding Universal Value

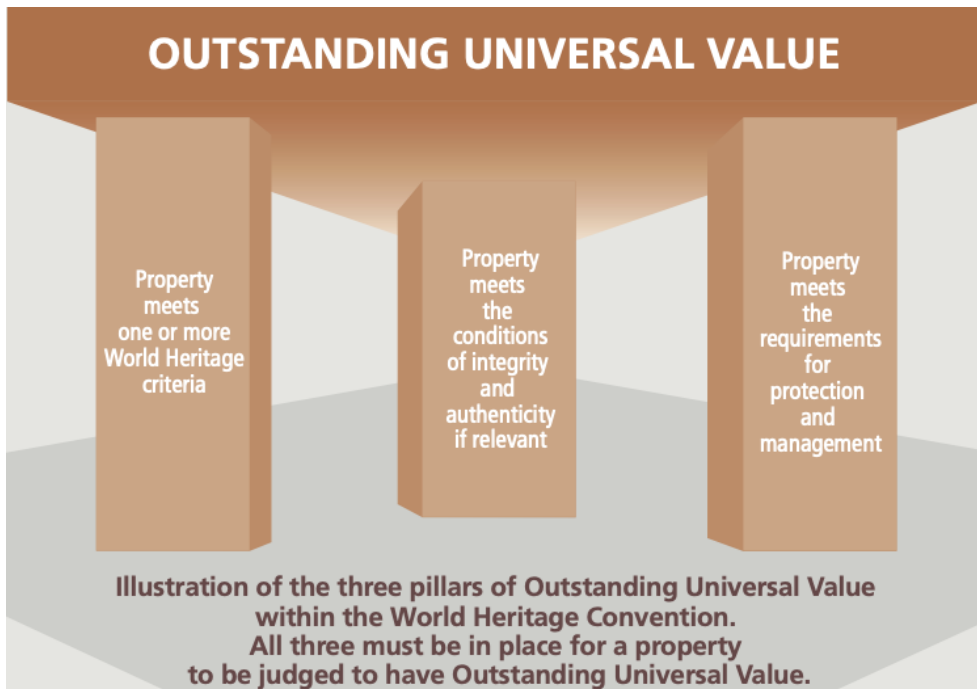
Outstanding Universal Value (OUV)

- The key concept of the Convention is Outstanding Universal Value (OUV)
- Focus: identify, protect, present, and transmit heritage to future generations
- Applies to places of value for all humanity, not just one country.



1- The Concept of the Outstanding Universal Value

Outstanding Universal Value (OUV)



- Defined as “Outstanding Universal Value means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity”.

- Key points:

- Exceptionalism:

➤ The site represents something extraordinary, rare, or a “masterpiece of human genius.”

- Internationalism:

➤ Its value is recognized as important to all humanity, not just the country where it is located.

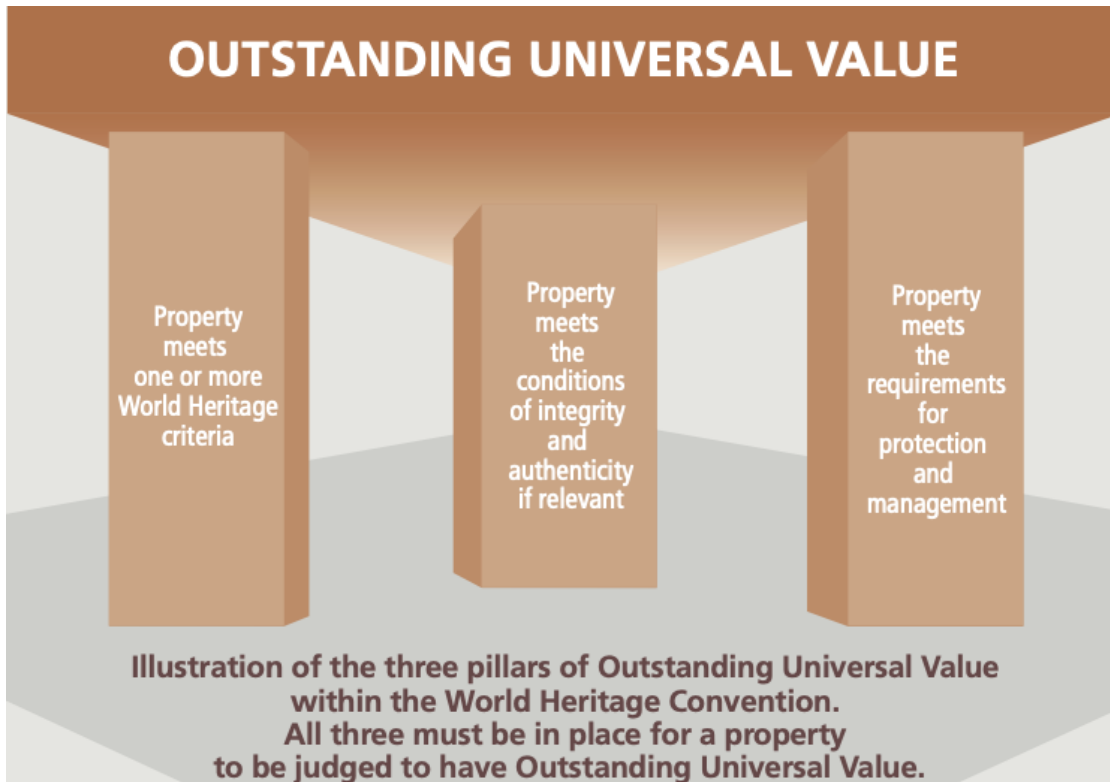
1- The Concept of the Outstanding Universal Value

Outstanding Universal Value (OUV)

- Outstanding Universal Value (OUV) has a broader dimension that must be clearly understood
- It is essential for:
 - Justifying World Heritage nominations
 - Forming the foundation for property management

1- The Concept of the Outstanding Universal Value

Outstanding Universal Value (OUV)



- To be considered of Outstanding Universal Value (OUV), a property must:

- Meet the conditions of integrity and/or authenticity
- Have an adequate protection system
- Have an effective management system
- Ensure its long-term safeguarding

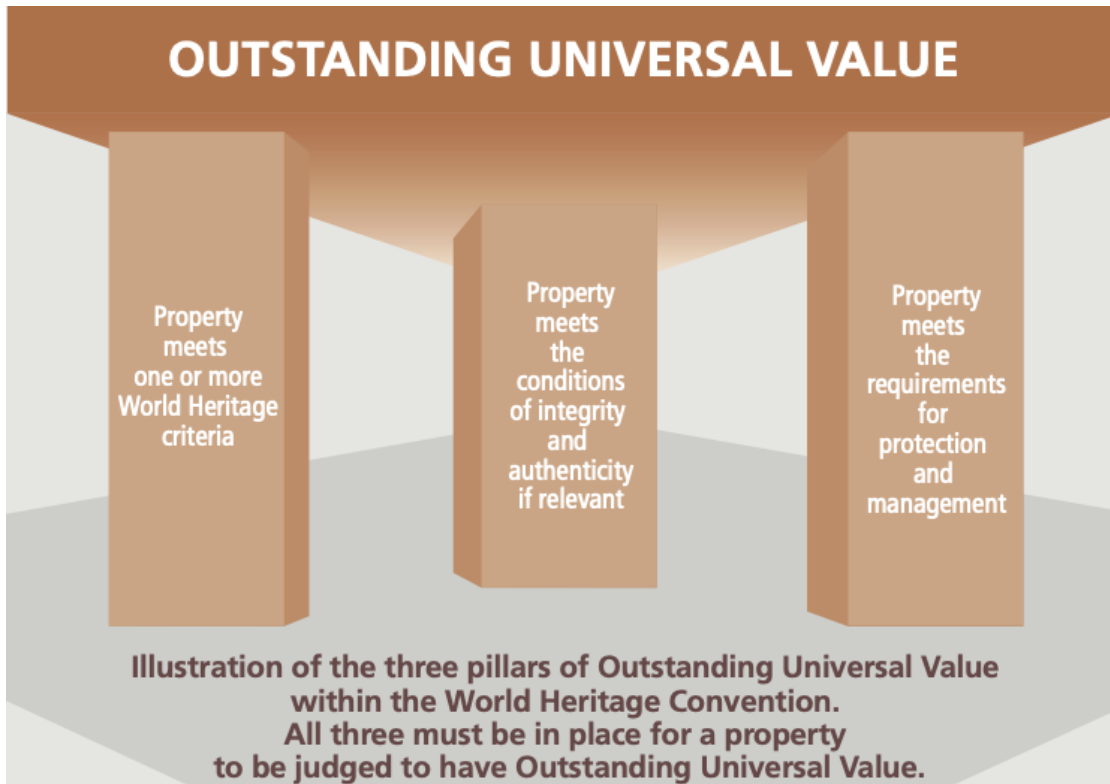
1- The Concept of the Outstanding Universal Value

A- Criteria

- - A property must meet three key requirements of OUV to be included in World Heritage List:

A- Criteria

- Criteria for assessing OUV were established earlier
- These criteria have been modified over time
- Currently, there are ten criteria used by the Committee
- The criteria apply to both:
 - Cultural heritage
 - Natural heritage



1- The Concept of the Outstanding Universal Value

A- Criteria

- (i): to represent a masterpiece of human creative genius.
- (ii): To exhibit an important interchange of human values.
- (iii): To bear a unique or at least exceptional testimony.
- (iv): To be an outstanding example of a type of building, architectural or technological ensemble
- (v) : To be an outstanding example of a traditional human settlement.
- (vi): To be directly or tangibly associated with events or living traditions.

1- The Concept of the Outstanding Universal Value

A- Criteria

(vii): To contain superlative natural phenomena or areas of exceptional natural beauty.

(viii): To be outstanding examples representing major stages of earth's history.

(ix): To be outstanding examples representing significant on-going ecological and biological processes.

(x): To contain the most important and significant natural habitats.

1- The Concept of the Outstanding Universal Value

A- Criteria



The OUV of Ancient Thebes with its Necropolis:

- Criterion (i): Thebes showcases monumental ancient Egyptian architecture.

Criterion (iii): The surviving monuments demonstrate the antiquity and

uniqueness of Thebes' architectural and artistic achievements.

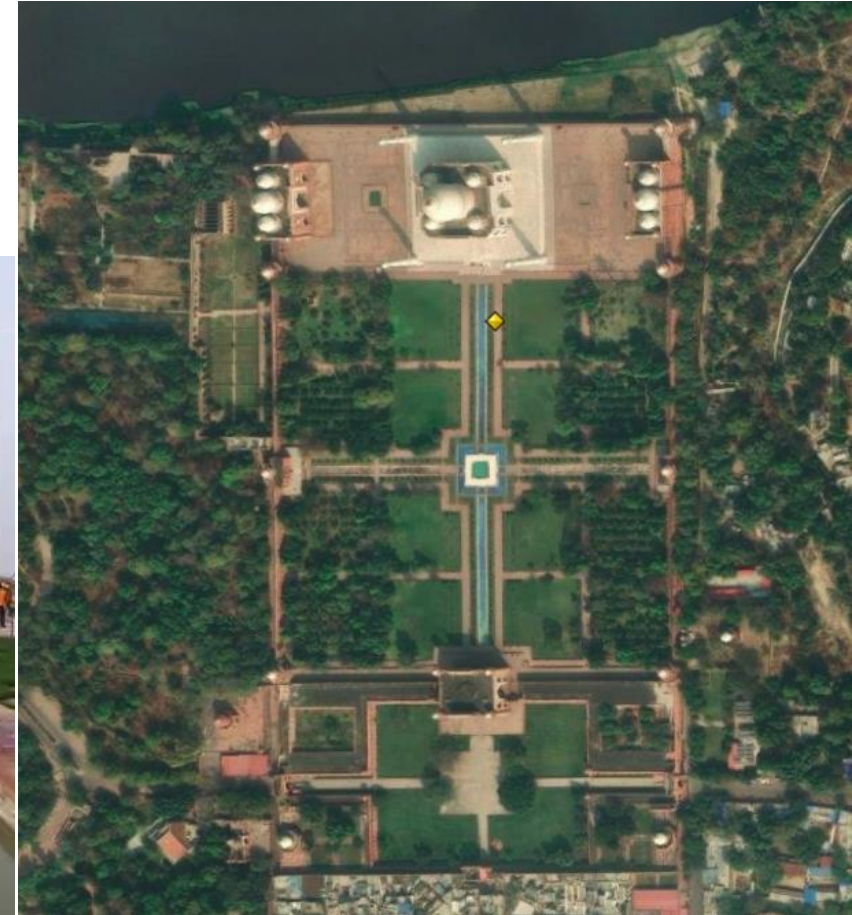
Criterion (vi): Thebes stands as a comprehensive record of Egyptian civilization.

1- The Concept of the Outstanding Universal Value

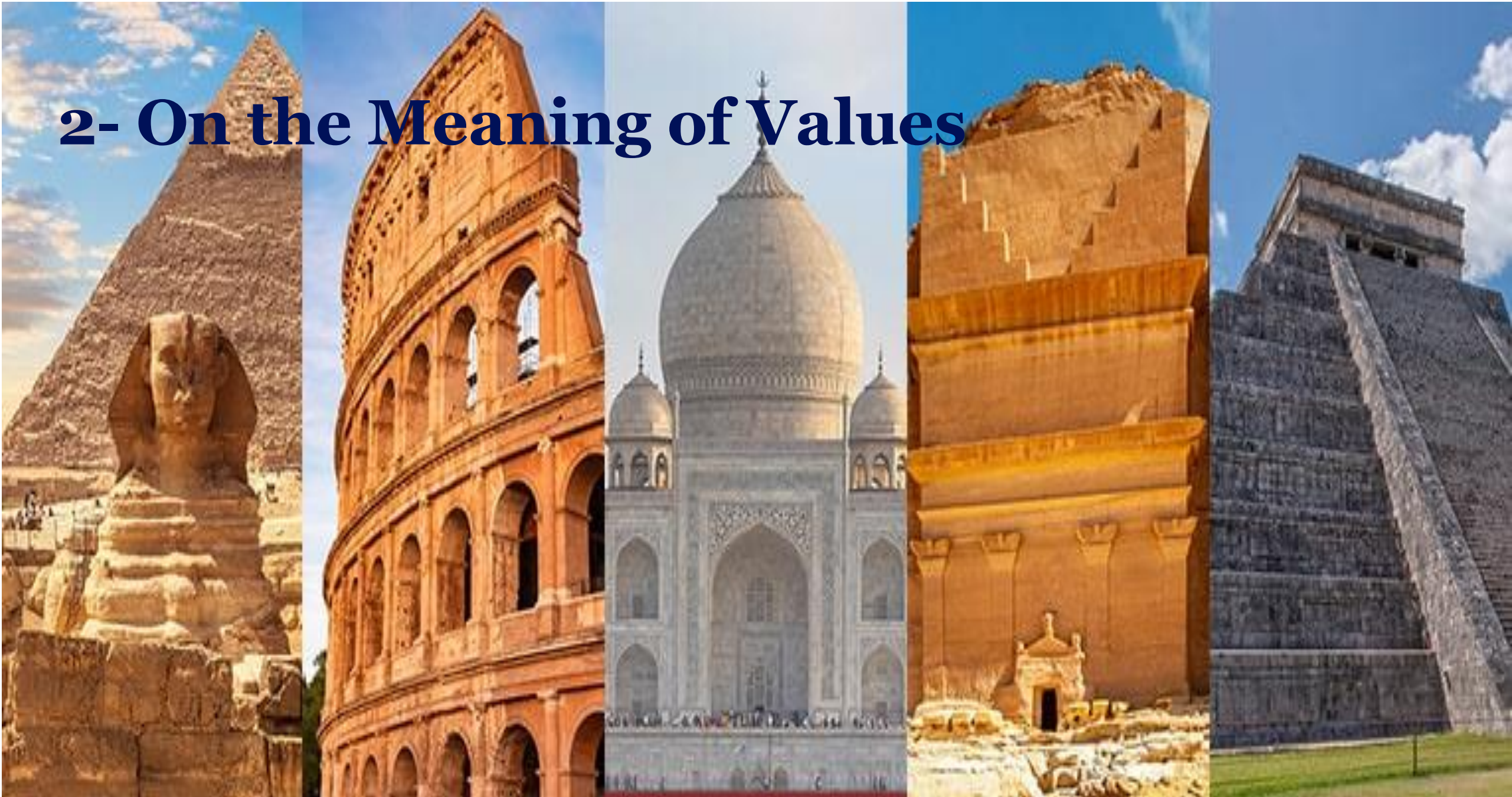
A- Criteria

The Case of Taj Mahal:

- The OUV is based on criteria: I
- The Taj Mahal is a masterpiece of Indo-Islamic architecture.
- Its innovative design and exquisite craftsmanship.



2- On the Meaning of Values

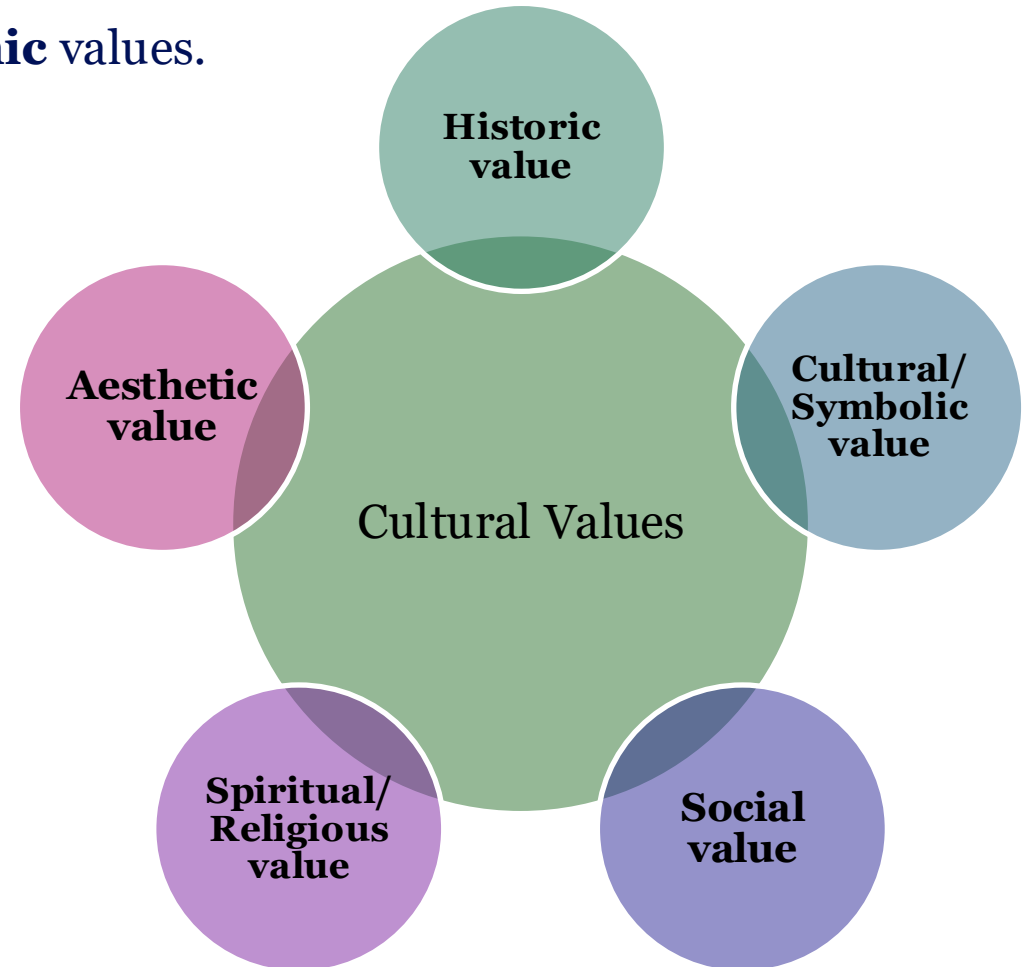


2- On the Meaning of Values

- HUL holds irreplaceable, unique **socio-cultural and economic** values.

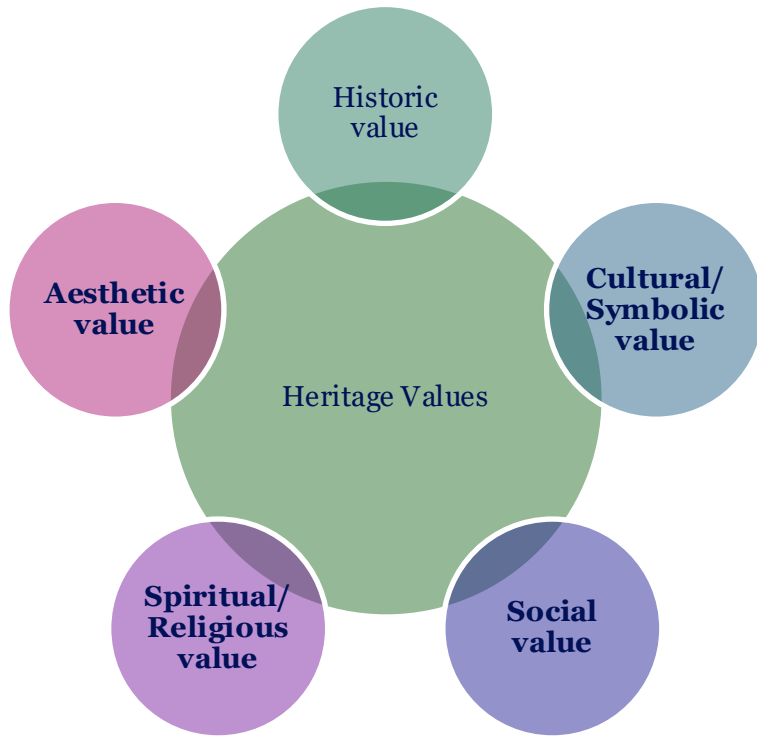
3.1- Social Values

- Core of heritage conservation
- Meaningful to people or social groups
- Linked to:
 - Age of the site or object
 - Beauty or artistic value
 - Association with significant persons or events
 - Contribution to cultural identity and affiliation



2- On the Meaning of Values

Values



- Social Value

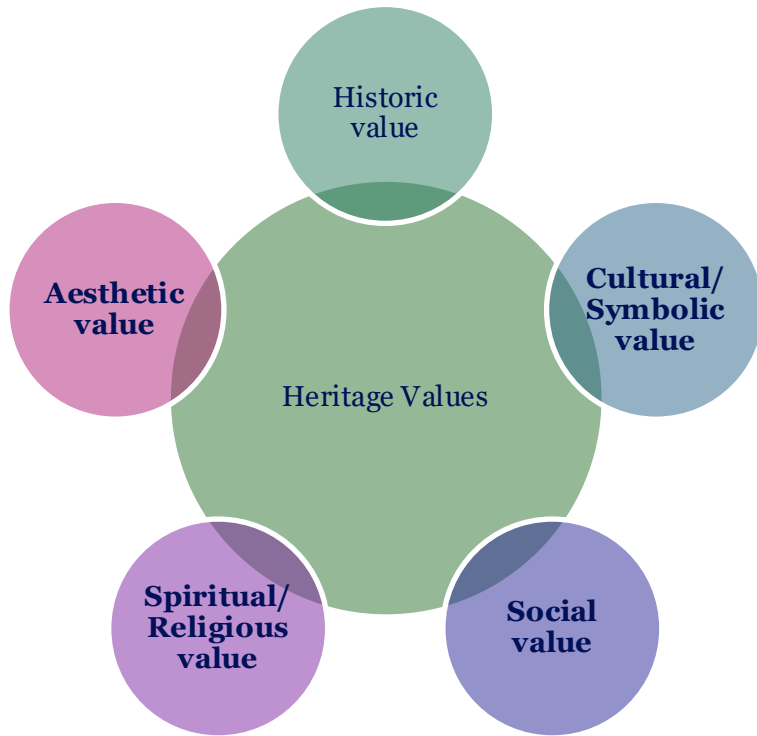
- Heritage enables and facilitates social connections and networks
- Examples of social uses:
 - Celebrations, markets, picnics, and sports
- Strengthens various social groups:
 - Families, neighborhoods, ethnic groups, special interest groups

- Includes place attachment:

- Social cohesion
- Community identity
- Sense of belonging to a specific heritage environment

2- On the Meaning of Values

Values



Historical Value

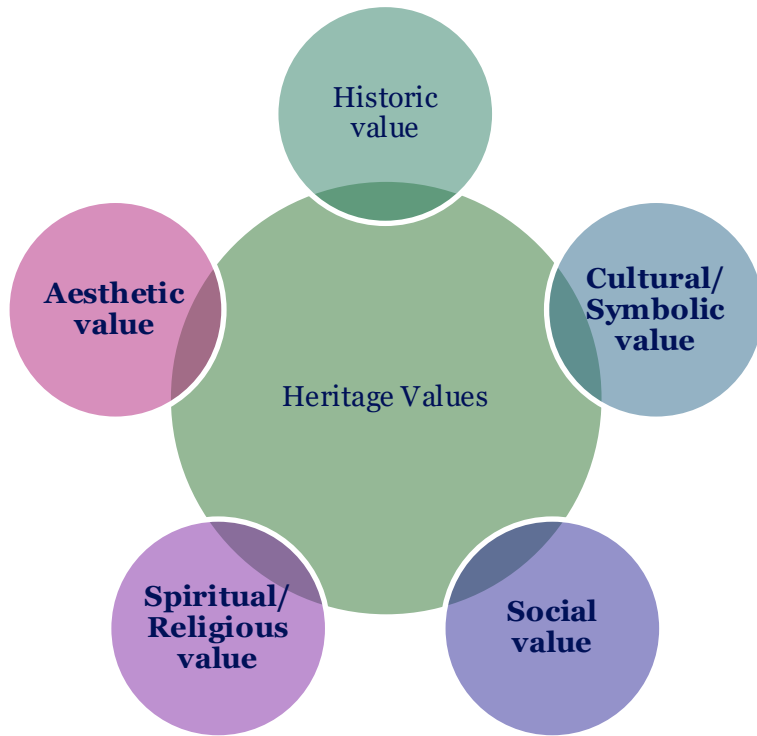
- Core of heritage: connects us to the past
- Conveys, embodies, or stimulates reaction to history
- Sources of historical value:
 - Age of the heritage material
 - Association with significant people or events
 - Rarity or uniqueness
 - Technological qualities

Subtypes of historical value:

- Educational/Academic Value
- Artistic Value

2- On the Meaning of Values

Values



- Cultural/Symbolic Value

- No heritage without cultural value
- Builds cultural affiliation in the present

- Can be:

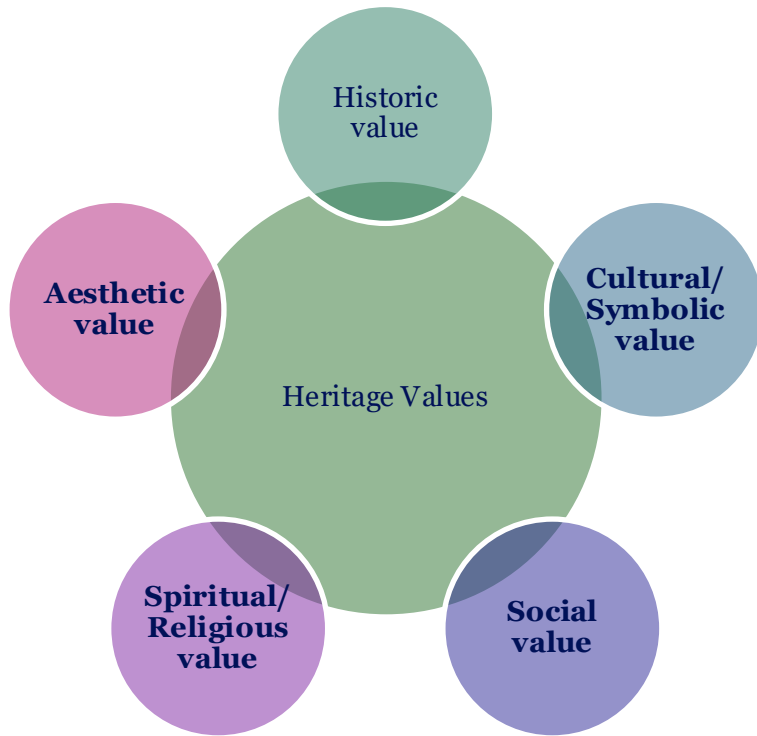
- Historic
- Political
- Ethnic

- Related to ways of living together.

- Refers to shared meanings associated with heritage.

2- On the Meaning of Values

Values

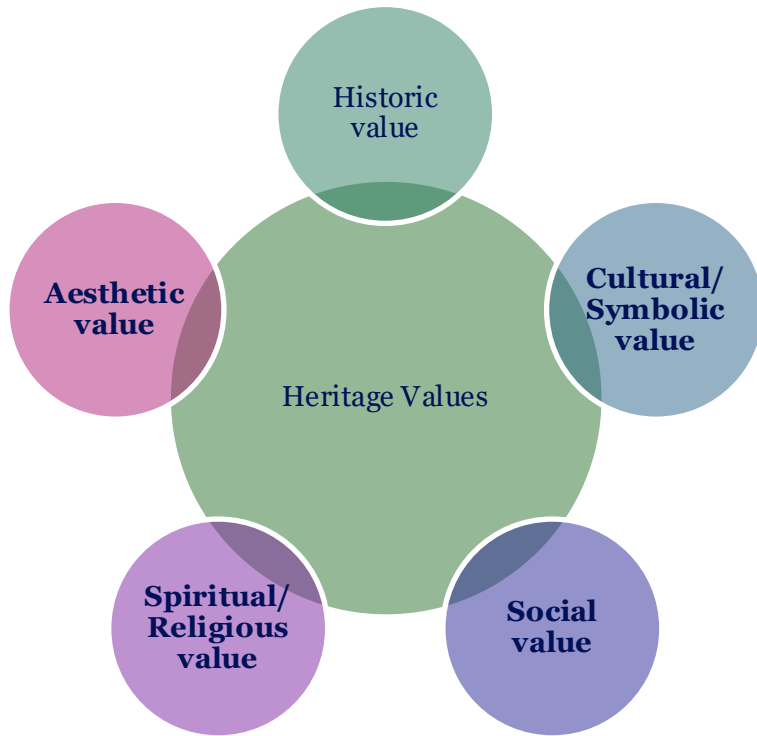


- Spiritual/Religious Value

- Heritage sites may have religious or sacred significance
- Spiritual values can arise from:
 - Organized religion (beliefs, teachings, rituals)
 - Secular experiences (wonder, awe, inspiration)
 - Visiting heritage sites can evoke emotional or transcendent experiences.

2- On the Meaning of Values

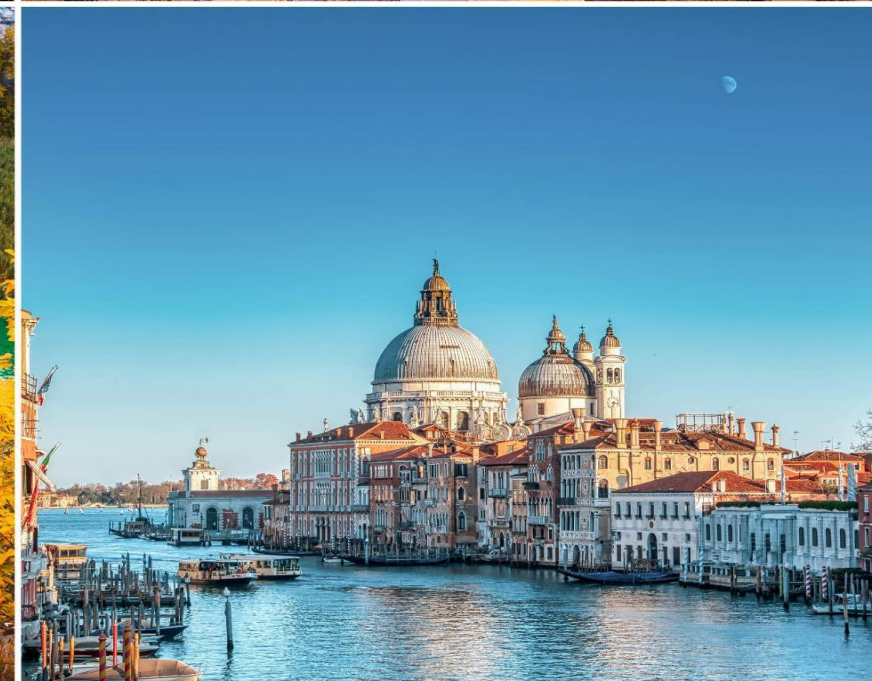
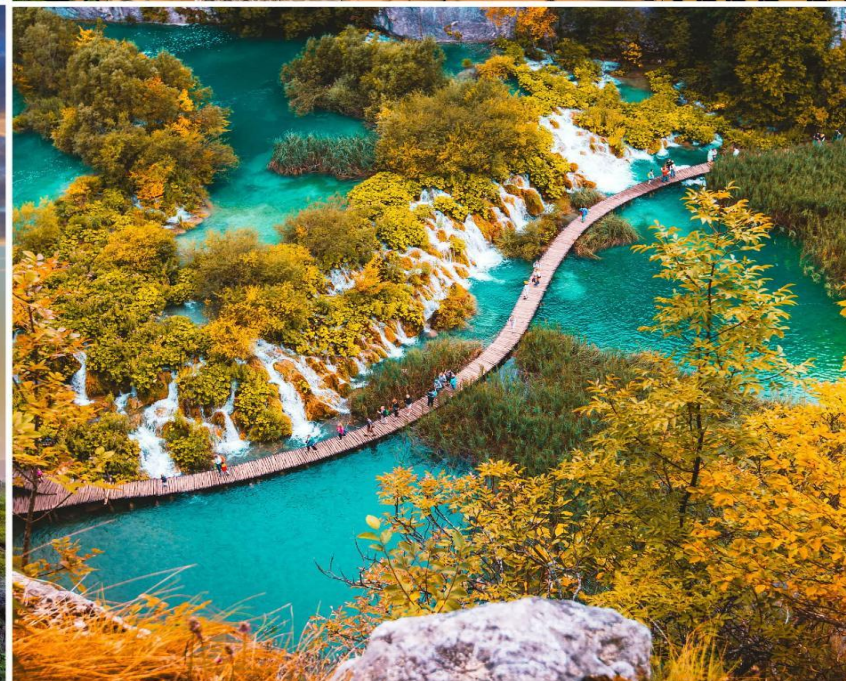
Values



Aesthetic Value

- Primarily concerns visual qualities of heritage
- Includes:
 - Beauty and the sublime
 - Ruins and historical decay
 - Formal relationships in design and composition
 - Design and evolution of buildings, objects, or sites add value

3- On the Meaning of Attributes



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3- On the Meaning of Attributes

Attributes

- Attributes are aspects of a property that express the OUV
- They can be:
 - Tangible (physical features)
 - Intangible (non-physical elements)
- Identification of attributes is essential because they:
 - Can be tangible and intangible
 - Convey the OUV of the property
 - Are important for management and protection

3- On the Meaning of Attributes

Attributes

- Examples of attributes include:

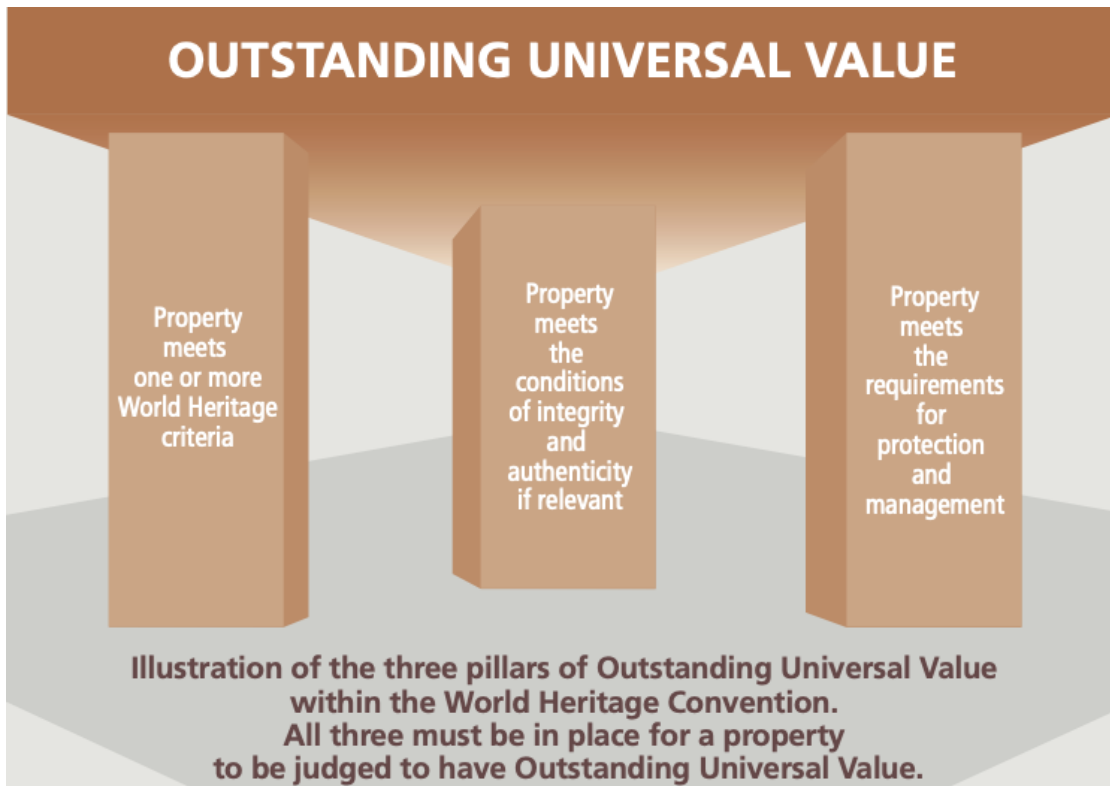
- Form and design
- Materials and substance
- Use and function
- Traditions, techniques, and management systems
- Location and setting
- Language and other intangible heritage
- Spirit and feeling

4- Authenticity and Integrity



4- Authenticity and Integrity

A- Authenticity



- It refers to the truthfulness and credibility of the attributes that express OUV
- In practice, authenticity examines whether the attributes:
 - Are genuine and truthful
 - Accurately reflect the original or intended value of the property

4- Authenticity and Integrity

A- Authenticity

- Historic buildings in Rome or Paris

- Authenticity is shown through original materials, construction techniques, and preserved architectural design
- Example issue: replacing stone façades with modern concrete can reduce authenticity

- Traditional crafts or music:

- Authenticity lies in skills, techniques, and transmission from generation to generation
- Example: handmade weaving vs. machine-produced imitation textiles

4- Authenticity and Integrity

B- Integrity



- Integrity is a required condition for Outstanding Universal Value (OUV)

- It relates to the completeness of the property

- Integrity is primarily concerned with:

- **Boundaries:**

- Does the property include all attributes needed to express its OUV?

- **Completeness:**

- Is the property large enough to fully represent its significant processes and features?

- **State of conservation:**

- Are the attributes that convey OUV well preserved, or at risk from neglect or decay?

4- Authenticity and Integrity

B- Integrity

- **Boundaries (complete coverage of attributes)**
- Example: Ancient city sites
 - Integrity is strong when the entire urban layout, monuments, and surrounding context are included in the protected area
 - Weak integrity if only a small fragment of the city is protected, while key parts are outside the boundary

4- Authenticity and Integrity

B- Integrity

- **Completeness (whole system/process included)**
- Example: Cultural landscapes
- High integrity when the site includes:
 - terraces
 - irrigation systems
 - surrounding forests and villages
- Low integrity if parts of the water system or agricultural land are missing or destroyed

4- Authenticity and Integrity

The Authenticity and Integrity of
Ancient Thebes with its
Necropolis:



Authenticity:

- Around 80% of its original form and setting remain intact.

Integrity:

- Ancient Thebes preserves its key attributes and artistic value through time.

Thank you



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Phone: +49 176 55524449

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