
Cultural Heritage for Inclusive Growth

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Intro, who I am and area of work. Lead for CH4IG

A global perspective on the people-centered approach

- Where it began
- Developing the pilot framework
- The three participating countries
- Our findings and impact
- Stories from Colombia and Kenya
- Learnings on a people-centred approach
- Further work and case studies



Artisan from the Piara indigenous community of San Luis de Zama at the Resguardo Gran Selva de Matavén, in Vichada, Colombia, making a fish trap, delivered jointly with Fundación Etnollano. Photographer: Max Morales

Key terms

We consider the term **'cultural heritage'** in the widest possible context. It can mean many things from the past which communities value and define as their heritage, instil a sense of pride and make them who they are.

By **'inclusive growth'** we mean working with and for all levels of society to address the divide between socio-economic growth, rising poverty and inequality.

Engaging with communities in collaboration with wider society to develop tangible opportunities, can create economic and social growth that benefits everyone.



Misak artisan using a spindle to work wool., Colombia.
Photo by British Council Colombia

Exploring the idea through research

In 2018 the British Council published a **new research report** exploring the concept of how cultural heritage can contribute to inclusive growth.

It concluded that:

‘Cultural heritage, in its widest sense, can be found to contribute to growth that is inclusive and sustainable, if approached in a people-centred way.

Through new and innovative ways of encouraging people to engage with, share and manage their cultural heritage, quality of life can be improved, value can be created for communities, and growth can be more fairly distributed across society.’

<https://www.britishcouncil.org/arts/culture-development/cultural-heritage>



Developing from Research to Practice

- Exploring the **value** of cultural heritage to improve everyday life, **socially and economically**
- **Supporting communities** to define the **value** of their own **cultural heritage** and **develop opportunities** for their own **benefit**.
- Working and **collaborating across society** to support and effect **long-term positive change**.
- The participating countries **developed approaches** in a **distinct, unique and relevant** way to their **place, people and context**.
- The key ethos was a '**people-centred approach**' - applying the **ways of working and principles** from the research.

Relevant SDGs: 1, 4, 5, 8, 9, 10, 11, 12, 17.

www.britishcouncil.org



Young girl listening to recording of heritage music from her community, in Mo H'ra village, Gia Lai province, Central Highlands, Vietnam © Le Xuan Phong



A globally connected concept with locally-rooted solutions

“Sembrado Nuestros Saberes” (Sowing Our Knowledge) in Colombia

Yaruro Artisan dyeing fibres for crafts.
Photo: British Council Colombia

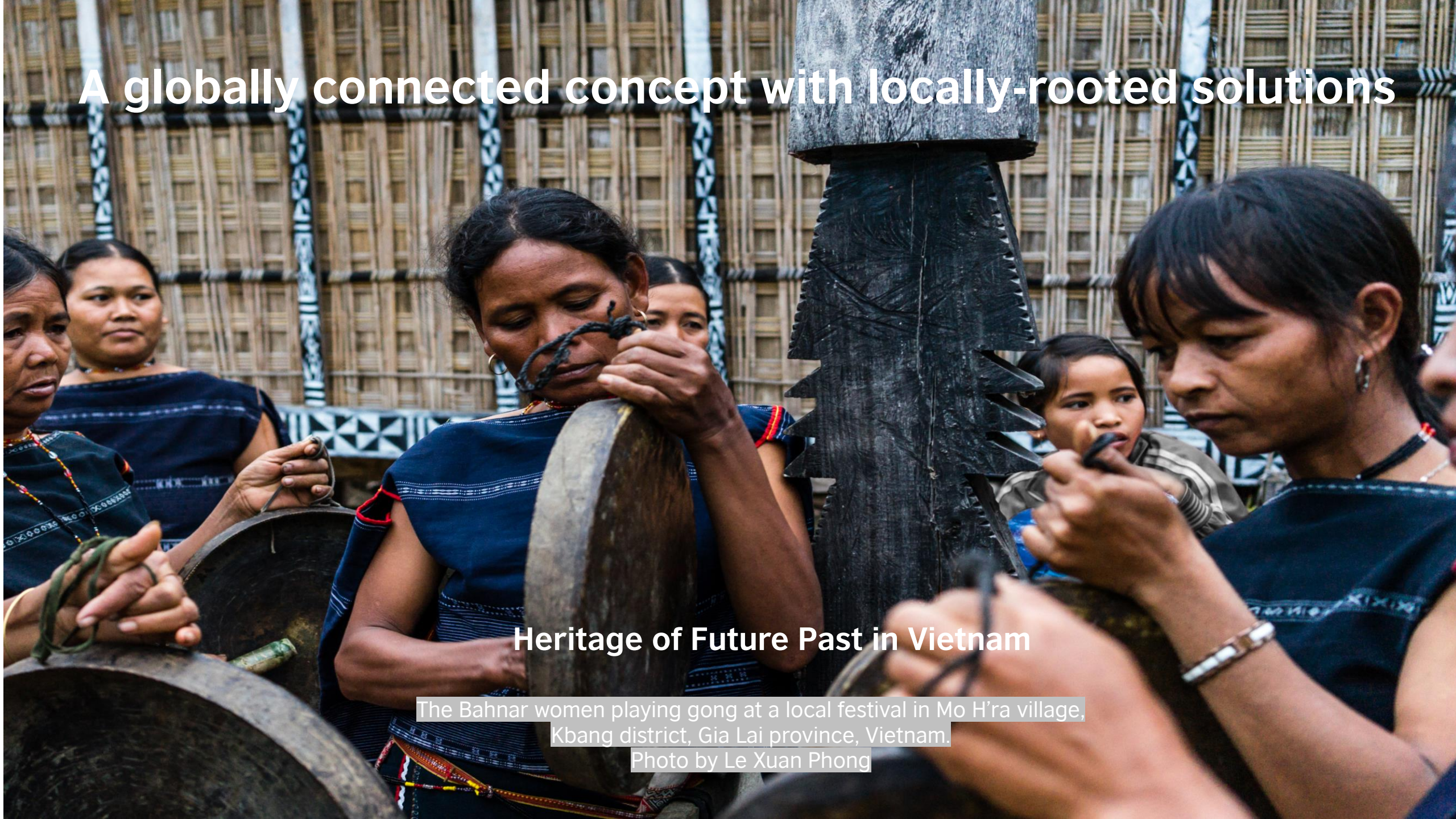
A globally connected concept with locally-rooted solutions

#CultureGrows in Kenya

Harriet Ng'ok from Harriet's Botanicals engaging with her community to develop traditional herbal products. Kenya.

Photo Afro Films International Ltd

A globally connected concept with locally-rooted solutions



Heritage of Future Past in Vietnam

The Bahnar women playing gong at a local festival in Mo H'ra village,
Kbang district, Gia Lai province, Vietnam.

Photo by Le Xuan Phong

Stories: The Piaroa



Elements used in traditional Piaroa cuisine. © British Council

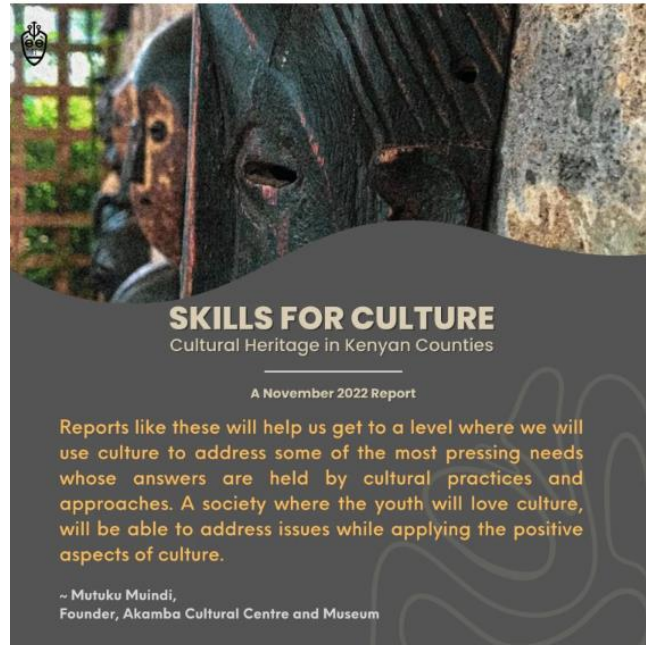


San Luis de Zama community, Gran Resguardo Selva de Matavén. © British Council



Piaroa artisan working on crafts. Photo by British Council Colombia

Stories: Skills for Culture, African Digital Heritage



Individual and communities



42,000+

people were reached through CH4IG globally

Practitioners and professionals



2,900+

professionals participated in CH4IG projects

Institutions and organisations



23 organisations involved in shaping and delivering CH4IG

110 organisations joined capacity-building or sector-sharing activities

Policy and decision makers



1,800+

policymakers, decision-makers and leaders were engaged

Learnings on a people-centred approach

- Meet people where they are and allow the space and time for things to develop organically
- Support the needs, aspirations and benefits of local communities through active listening and responding
- Ensure local ownership and being locally-led is at the heart through participation, inclusion and decision-making
- Focus on the practice and process. Take a long-term, flexible, responsive, adaptive and learning approach
- Support communities to use and develop their own expertise, ambition, talent and skills
- Celebrate cultural diversity, involve different perspectives and bring it all together to create a shared vision
- Co-design ideas with communities to create access to wider opportunities, resources, networks, knowledge and skills
- Locally-led ideas, solutions and approaches value cultural heritage are the best way to local sustainability

Seeding



Cultivating



Growing



Harvesting



Further reports

