



UNIVERSITÀ
DEGLI STUDI
DI TORINO



POLITECNICO
DI TORINO



International Training Centre



Master in World Heritage and Cultural Projects for Development

Turin, Italy



United Nations
Educational, Scientific and
Cultural Organization



In cooperation with
UNESCO's World Heritage Centre





Background

Culture is our legacy from the past, Cultural activities are major contributors to national development, job creation and social cohesion.

This is the vision inspiring the Master in World Heritage and Cultural Projects for Development since its first edition in 2003. A vision now fully embraced by UNESCO, which indicates both heritage and creativity as the foundations for vibrant, innovative and prosperous knowledge societies. Within the discussion on the Post-2015 Sustainable Development Goals, UNESCO has been recently engaged in supporting the full recognition of the role of Culture as an enabler and a driver of Sustainable Development. Similarly, the ILO recognises the role of cultural activities in generating opportunities for decent work.

Within this context, the Master in World Heritage and Cultural Projects for Development aims to impart the necessary competencies and skills to participants in the promotion of World Heritage Sites and other UNESCO designations, as well as of any cultural resource in the framework of sustainable economic development. The elaboration of economically sound projects, designed around a wide spectrum of cultural activities in the fields of natural and cultural heritage, cultural and creative industries, and tourism, are the focus of the course.

The Programme provides a solid foundation in a variety of cultural economics topics and explores in detail the economic, social, institutional and legal considerations that govern the diverse UNESCO Conventions (World Heritage, Intangible, Diversity of Cultural Expressions). The Programme also puts emphasis on strategic management competencies for the promotion of cultural resources.



Academic and professional partner institutions

The Master is designed by the University of Turin, the Politecnico di Torino, and the International Training Centre of the ILO (ITC-ILO), in collaboration with the UNESCO Cultural sector and World Heritage Centre and ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property). The University Paris 1 Sorbonne–Pantheon and the Macquarie University of Sydney - Australia, two top universities in the international panorama, are academic partners of the Master.

The Research Center “Centro Studi Silvia Santagata-Ebla”, created by professor Walter Santagata who founded this Master Programme, acts as a technical focal point in the delivery of the Master.



Contents

The Programme provides a solid foundation in cultural economics, going through the value chain of cultural tangible and intangible resources. It explores in detail the economic, social, institutional and legal considerations that govern the diverse categories of heritage, enabling the monitoring of their effectiveness. It also puts emphasis on strategic management competencies and project management for UNESCO World Heritage Sites, other UNESCO designations and any kind of cultural resources. The Master has some special features that make it highly relevant for practitioners concerned with the development of cultural patrimony. Firstly, students work on the preparation of a project, which they are encouraged to implement upon completing the course; secondly, the course takes a multi-disciplinary approach to the subject, covering theory and practice in cultural economics, the international framework governing cultural patrimony, local development, cultural value chains and project design.



Faculty

The Master has a strong international faculty including Professor David Throsby from Macquarie University, Professor Pierre Jean Benghozi from Ecole polytechnique, Professor Andy Pratt from City University London,

Professor Xavier Greffe from University Paris I-Sorbonne and Professor Lluís Bonet from University of Barcelona. Officials from UNESCO, ILO and other international organizations also teach on the Master.



Programme

The Master is divided into three major learning cycles. The first cycle (14 October 2015 - 18 December 2015) consists of distance learning modules supported by a tutoring service. The second cycle (25 January 2016 - 20 May 2016) is a face-to-face learning period that will be held in Turin, Italy, at the International Training Centre of the ILO. The third cycle (26 May 2016 - 9 October 2016) is a research and study period during which the students may attend internships and are expected to finalize their final projects.

MODULE 1 Distance learning

The introductory distance learning phase of the course lasts 2 months and is tutor-assisted. It includes two foundation modules:

- Cultural Heritage and Economic Development
- World Heritage System and Heritage Management.

MODULE 2- Culture and Economic Development

This module introduces participants to the following topics:

- The value chain of cultural and heritage sites;
- Cultural capital and the theory of sustainable development;
- The role of culture in supporting local development;
- Cultural districts, property rights and sustainable economic development;
- Governance and cultural policies in cultural/creative industries;
- Micro enterprises, local entrepreneurship and micro finance;
- Gender-related economics;
- International organizations and cultural projects;
- Cultural resources as a strategic engines for local development.

MODULE 3- Project Management in the Cultural Field

This module is intended to upgrade participants' competences in the disciplines of project cycle design and management. All phases of the project cycle will be analyzed ranging from: problem analysis, stakeholder mapping, strategy selection (alternative analysis), project planning (logical framework) and scheduling, and project formulation as well as resource allocation and budgetary management. Monitoring and evaluation of projects will also be covered. Ample opportunity will be given to the participants to practice the development of the project logical framework and project appraisal techniques.

MODULE 4 - Cultural Sectors and Creative Industries

This module investigates the main cultural sectors that come into play in cultural policies, as well as the institutional, regulatory, economic framework and policies that govern their functioning. Based on students preferences, this module can include:

- Museums;
- Monuments and archaeological sites;
- Urban heritage;
- Performing arts;
- Creative and Cultural industries;
- Economics of cultural tourism;
- Contemporary heritage;
- Cultural routes;
- The global system of UNESCO designations and programmes.

MODULE 5 - Tools for Strategic Planning and Evaluation

This module explores the main tools needed for evaluating, planning, managing and monitoring cultural resources and heritage assets. Specifically, it focuses on frameworks and methodologies and instruments for Strategic Planning and Management. It includes an illustration of tools for decision making processes and stakeholders engagements in the field of landscape and heritage enhancement.

MODULE 6 – Home research and study

This module allows the participants to further elaborate and develop their project proposals, in order to prepare their final submission and to explore possibilities of concrete implementation.



Participant's Profile

The programme is intended for:

- Officials and/or professionals in the public and private sectors, UN Agencies, foundations and NGOs;
- Recent university graduates from developing and developed countries;
- Professionals already involved in cultural projects or interested in designing and managing cultural development projects;
- People working or interested in World Heritage sites and related research.

The essential requirements for admission are a University Degree (minimum required three years University Degree) as well as fluency in the English language.



Applications:

Interested candidates should duly complete the application form and submit it on-line, together with their respective project idea through the Master website <http://worldheritage.itcilo.org>

Deadline for applications is 20 July 2015.



Tuition fees and availability of scholarships

The tuition fee for the 2015-16 edition of the Master is 8000 Euro. Partial tuition scholarships will be offered. Criteria for awarding scholarships include personal financial situation, professional profile, capacity to implement a project and relevance for the course. Preference will be given to applicants for scholarships from low income countries.



Board and lodging

The cost of board and lodging on campus of the ILO Turin centre for 16 weeks is around 4,500 Euro. Meals are excluded and must be paid directly by participants. However, exceptionally, some scholarships for board and lodging will be made available to applicants from low income countries. Alternatively, students of the Master may make their own accommodation arrangements, at their own expense, off campus in Turin.



The ILO Turin Centre's facilities

The Turin School of Development is located in Turin, the city of the 2006 Winter Olympic Games, where baroque buildings, historic cafes, markets, beautiful piazzas and museums stand close to modern architecture and innovation. The campus provides a congenial environment in which to live and study. It contains 21 pavilions with fully equipped modern classrooms, conference halls and meeting rooms fitted out for multilingual simultaneous interpretation, a computer laboratory, and a computerized documentation centre linked to various data banks.

The campus has 210 single fully serviced study/bedrooms, 66 double bedrooms and 12 suites, each with private bathroom, telephone, 24h free internet access and flat screen television

It also has:

- a reception desk open 24 hours a day
- a restaurant, a self-service
- canteen and a coffee lounge, all catering for international dietary needs
- a bank
- a travel agency
- a laundry service
- a post office
- two gyms
- facilities for outdoor sports (football and tennis)
- a medical service

Social events are regularly held both on and off campus, so that participants from different cultural backgrounds can make the most of the stimulating international climate.



**For further information and any request
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