

The six functions



Governance & Policy Making

Refers to the decision-making for cultural heritage in the wider domain of cultural heritage policy at local, regional, national and international level. Refers to the legal constraints specific to each country, to the institutions that contribute to the definition of cultural heritage and the implementation of the relative rules, these are fundamental in defining the concept of cultural heritage and the concomitant range of activities that can/cannot be undertaken. Governance and Policy-Making are a set of activities which give rise to instruments that are fundamental for the existence and development of cultural heritage at a public level including those holistic democratic and participative mechanisms of governance that bring communities to the fore of cultural heritage advocacy and decision making.

Management

Refers to all activities that go from strategic planning to everyday administration and management: it includes organisational development, human resources management, funding, legal aspects, marketing and communication, risk management and quality control. It can support the undertaking of conservation, excavations, openings of cultural heritage to the public, activities leading to cultural heritage recognition etc.

Engagement & Use

Refer to all activities necessary to access and open cultural heritage, make it understandable, make it available for consultation and use, raise awareness, etc. and its use as a resource by all stakeholders. Includes activities that add value beyond the action itself as it impacts society. Also includes activities for the enhancement of cultural heritage to enable people to better engage and access cultural heritage assets, its interpretation and narration. It takes place through mediation, communication, exhibition, dissemination. It also includes forms of commercialisation of cultural heritage and related products, including by digital means.

Preservation & Safeguarding

Refers to the multitude of activities that need to be put into place to ensure the long term survival and care of cultural heritage, from maintenance to conservation, preventive conservation, restoration, and safeguarding of intangible cultural heritage.

Research & Development / Education

Refer to all the activities that are necessary throughout the process that go from the recognition of cultural heritage to the preservation and enhancement of cultural heritage. Education is necessary to acquire the skills and knowledge necessary to operate in the field. Research is an on-going activity that relates to all Functions. It is necessary to do research to identify cultural heritage, to find the best tools for its preservation and conservation, and to devise the best strategies to guarantee access to cultural heritage, enhance it, and make people use it. It also refers to the development of people, formal programmes for professionals – from access to a profession to Life Long Learning (LLL). Research and Development lead to innovation.

Recognition

Refers to all the activities necessary to identify and recognise cultural heritage through, identification and advocacy. The approach chosen here, is rather wide and includes recognition by communities, experts and institutions, as well its outcome in legal and official acts to its official protection.