

CREA- TIVE HERI- TAGE

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**“We are struggling to
integrate cultural heritage
into creative development.”**

A New Path Towards the Future

In October 2017, we, a group of scholars, approved an Agenda to address creativity for cultural heritage as a worldwide issue, seeking to promote “*Creative Heritage*-driven cities and territories”, as well as to reinforce the “importance of cultural diversity and shared human heritage in strengthening the connections between all parts of our communities”. Because we are struggling, in larger contexts, to create innovative planning processes which integrate cultural heritage into creative development, a new path for our future work lies before us: to promote research on integrating the 2011 UNESCO Recommendation on the Historic Urban Landscape in a new environment. In addition to this, it is fundamental to foster research towards the framework of the United Nations Sustainable Development Goals, especially Goal 11: “Make cities and human settlements inclusive, safe, resilient, and sustainable.”

Is it difficult? Yes it is! Why? Because national identities change and merge often, the references of communities adapt to present realities, and even heritage is a social construct. Most of all, the dynamics of transformation processes, the growth of cities, and the capacity to include diversity are continuously changing, from one continent to another as well as along latitudes.

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