



Workshop

WORLD HERITAGE COASTAL DEFENCE SYSTEMS IN EUROPE AND THE CARIBBEAN

In the framework of the Month of Europe in Cuba

23 - 25 April 2024
Havana, Cuba



AGENDA

DAY 1: Tuesday 23 April 2024

“NAVIGATING FORTIFICATIONS: CHALLENGES, OPPORTUNITIES, AND SUSTAINABLE DEVELOPMENT”

General issues related to fortifications will be addressed, with an emphasis on their current challenges and their potential to promote cultural and creative tourism and sustainable development.

MORNING SESSION

VENUE: PALACIO DEL SEGUNDO CABO, O'Reilly 4 esq. Tacón. Plaza de Armas, Old Havana

- 09.00 – 09.30 Walk-in / Registration
- 09.30 – 09.50 **Welcome remarks**
- Ms. Anne Lemaistre – Director of the UNESCO Regional Office in Havana
 - Mr. Philip Sauerbaum – Cooperation Officer at Delegation of the European Union to Cuba
 - Ms. Dulce María Buergo Rodríguez – President of the Cuban National Commission for UNESCO
- 09.50 – 10.00 What is the Transcultura Programme? (Video)
- 10.00 – 10.30 **Keynote 1: Recognition of values and technical and systemic re-signification of bastioned fortification in the Americas**
- Mr. Fernando Cobos Guerra – Dr. Architect, Vice president of the ICOMOS International Scientific Committee on Fortifications and Military Heritage (ICOFORT)
- 10.30 – 10.45 Coffee break
- 10.45 – 11.15 **Keynote 2: Territorial resistance and fortifications**
- Ms. Tamara Blanes Martín – Expert on Caribbean Fortifications, Vice president of ICOMOS CUBA and founding member of ICOFORT.
- 11.15 – 12.00 **Thematic Panel: Addressing pressing issues through management responses. Inspiring stories from international experience**
- Fortified World Heritage Properties represent an invaluable cultural and historical heritage that must be protected for future generations. Addressing pressing issues through effective management responses ensures the long-term conservation of these sites, which means maintaining their authenticity and integrity so that they can be appreciated and enjoyed by future generations. This panel will address issues such as conservation, maintenance and re-use while safeguarding the Outstanding Universal Value, climate change and coastal vulnerability, the impact of tourism practices, and economic constraints that can hinder the proper maintenance and conservation of heritage sites.
- Moderator: *Ms. Gladys Collazo Usallán – Head of Heritage, Office of the Historian of the City of Havana*
- Speakers:
- Mr. Fabian Hinds – Coastal Planner at Coastal Zone Management Unit - Historic Bridgetown and its Garrison - Barbados
 - Ms. Hanne Trine Neble – Architect and Site manager - Kronborg Castle - Denmark
 - Mr. Keron Moore – Quality Assurance and Sites Manager, Grenada Tourism Authority – St. George Fortified System - Grenada
 - Ms. Ángeles Martín Parrilla – Manager of the Municipal Interpretation Centres - Ibiza, Biodiversity and Culture - Spain
 - Ms. Christal Clashing – Entrepreneur, Founder and CEO of SoCA Sport and Arts Innovations – Antigua Naval Dockyard and Related Archaeological Sites, Antigua and Barbuda
 - Ms. Carmen Fusté – President of the Association of Friends of the Castle of Montjuïc - Spain
- 12.00 – 12.30 Debate
- 12.30 – 14.00 **LUNCH**
- Venue: Art Gallery Factoria Habana.
Calle O'Reilly 308 e/Habana y Aguiar, Old Havana.

AFTERNOON SESSION

VENUE: MORRO-CABAÑA MILITARY HISTORICAL PARK

- 15.00 – 18.00 Site visit: Morro-Cabaña Military Historical Park
- Guided by: Tamara Blanes & Mario José González
- 15.00 Departure from Avenida del Puerto & Plaza de Armas
- 15.15 – 16.15 Stop at Castillo de los Tres Reyes del Morro

- 16.30 – 17.45 Stop at Fortaleza de San Carlos de la Cabaña
- 18.00 – 20.00 **Welcome reception**
Venue: La Divina Pastora Restaurant
- 20.45 – 21.00 Cannon blast ceremony
The **cañonazo** ceremony is a tradition started in the 17th century. A cannon would be fired at 21h00 to alert the community that the gates would be closed to the city. The cannon blast ceremony takes place every evening at Castillo de San Carlos de la Cabaña.
9.30 Return by busses to Old Havana / Royalton Paseo del Prado Hotel

DAY 2: Wednesday 24 April 2024
PLACE: PASEO DEL PRADO HOTEL

VENUE: "PRADO" CONFERENCE ROOM - PASEO DEL PRADO HOTEL

NEW REALITIES FOR FORTIFIED HERITAGE, FROM KEEPING PEOPLE OUT, TO BRINGING THEM IN TOGETHER

The role of fortifications as cultural assets, with a special focus on their potential for sustainable cultural tourism development, will be the backbone of the day's discussions. Best practices and case studies from Cuba, the Caribbean and Europe will be presented.

MORNING SESSION

- 09.00 – 09.30 **Keynote 3: Defining the relationship between World Heritage and Sustainable Tourism. UNESCO conventions and the case of fortified heritage.**
- Mr. Nilson Acosta Reyes – President of the Cuba's National Monument Commission, vice president of National Council of Cultural Heritage of the Ministry of Culture of Cuba
- 09.30 – 10.00 **Keynote 4: Measuring the Sustainability of Tourism. The new UN-Tourism Statistical Framework and the case of the project "Development and competitiveness of the Cuban tourism product"**
- Mr. Ramon Pomes Hernández – Head of the Sectoral Programme for Science, Technology, and Innovation in Tourism in Cuba, Ministry of Tourism on Cuba
- Ms. Niurka Cruz – Member of the Sectoral Programme for Science, Technology, and Innovation in Tourism in Cuba, Ministry of Tourism on Cuba
- Ms. Mercedes Franco – Head of the Tourism Competitiveness Project. University of Havana
- 10.00 – 10.30 Questions and answers
Coffee break
Finding solutions: Success stories in valorisation of fortified heritage:
- 11.00 – 11.15 **Case 1: Old City of Dubrovnik, Croatia**
- Ms Mihaela Skuric - Director of the Institute for the Restoration of Dubrovnik
- 11.15 – 11.30 **Case 2: Old Havana and its fortification system, Cuba**
- Ms. Patricia Rodríguez Alomá, *Head of Plan Maestro, Office of the Historian of the City of Havana*
- 11.30 – 11.45 **Case 3: Central Zone of the town of Angra do Heroísmo in the Azores, Portugal**
- Ms Magda Gonçalves - Heritage Division of the Regional Department of Cultural Affairs
- 11.45 – 12.00 **Case 4: Brimstone Hill Fortress National Park, Saint Kitts and Nevis**
- Ms. Annivea Hutchinson – Tourism Focal Point at the Ministry of Sustainable Development of Saint Kitts and Nevis
- 12.00 – 12.15 **Case 5: Antigua Naval Dockyard and Related Archaeological Sites**
- Mr. Christopher Waters - ICOFORT expert, Manager, Heritage Resources Department, National Parks Authority of Antigua and Barbuda
- 12.15 – 13.00 **Debate: What development opportunities remain to be explored?**
- 13.00 – 14.30 **LUNCH**

AFTERNOON SESSION

- Thematic Session: On the way to a TRANS-national initiative of fortifications**
- 15.00 – 15.30 **Keynote 5: Cultural Routes: concepts experiences and perspectives**

- Cecilia Calderón-Puente – President of the ICOMOS International Committee on Cultural Routes
- 15.30 – 15.45 **Nomination of the Spanish fortification system in the Mediterranean between Spain and Algeria**
- Jordi Tresserras – President of ICOMOS SPAIN and expert on creative economy, cultural heritage and sustainable tourism.
- 15.45 – 16.00 **Transatlantic Cultural Route of the Antonelli Fortifications**
- Milagros Flores – Regional Coordinator for and the Latin America and the Caribbean of ICOFORT
- 16.00 – 17.00 **Work in groups and conclusions: Steps toward an interregional initiative.**

VENUE: "MALECON" CONFERENCE ROOM - PASEO DEL PRADO HOTEL

WORKSHOP ENTREPRENEURSHIP AND CULTURAL HERITAGE TOURISM - as a parallel activity to the main event Young creative entrepreneurs in the Caribbean - operating within or in close proximity to World Heritage Properties - are brought together with the aim of enabling them to derive socio-economic benefits from heritage resources, thereby improving the livelihoods of communities and ensuring the sustainability of heritage resources. As such, the involvement of entrepreneurs in conservation creates opportunities for heritage awareness and the development of sustainable cultural tourism activities.

MORNING SESSION

- 09.00 – 10.00 **Group Dynamic Session**
Working group 1: Challenges and Opportunities for Entrepreneurs in World Heritage Properties.
 Ms. Delonie Forman - Entrepreneurship: Turneffe Atoll Sustainability Association (TASA) - Belize
 Ms. Ester Roman de Jesus - Entrepreneurship: Estrellita / Candy Fashion - Dominican Republic
 Ms. Christal Clashing – Entrepreneurship: SoCA Arts and Sport Innovations - Antigua and Barbuda
 Ms. Ruth Carolina Pion Vizcaino - Entrepreneurship: ‘HIDDEN HISTORY: A decolonial tour of the Colonial City of Santo Domingo’ - Dominican Republic
 Mr. Ramon Enrique Borrell – Entrepreneurship: ‘El Ingenio Gallery’ - Cuba
Working group 2: Preserving Cultural Heritage through Entrepreneurship.
 Ms. Maya Hercules - Entrepreneurship: Maya’s Heart to Art (online store). - Guyana
 Mr. Darvin Frandy Merán - Entrepreneurship: Artcraft in the colonial city - Dominican Republic
 Ms. Melissa de la Caridad Rubio - Entrepreneurship: Estudio 50 - Cuba
 Ms. Whitney White - Entrepreneurship: Ti Vilaj Kweyol Festival - Dominica
 Mr. Diosbany García Bello – Entrepreneurship: Marketing of handicraft art in the Viñales Geopark - Cuba
- 10.00 – 10.30 Interactive session: Sharing the results of each group
- 10.30 – 11.00 Coffee break
- 11.00 – 12.00 **Round Table: Marketing and Promoting Businesses in World Heritage Properties**
 Speakers
 Mr. Diosbany Garcia Bello – Cuba. Entrepreneurship: Creation and marketing of handicraft art in the Valley of Vinales Geopark – “Leveraging the unique cultural and historical significance of World Heritage Properties in marketing campaigns”
 Ms. Ruth Carolina Pion Vizcaino Dom.Rep- Entrepreneurship: ‘HIDDEN HISTORY: A decolonial tour of the Colonial City of Santo Domingo’. “Incorporating storytelling and heritage preservation into branding strategies. Balancing commercial interests with the need to protect and respect the cultural integrity of these properties”.
 Ms. Maya Hercules Guyana - Entrepreneurship: Maya's Heart to Art (online store). “Implementing digital marketing practices to minimize negative impacts on the environment and local traditions”.
- 12.00 – 12.30 Questions and Answers
- 12.30 – 13.00 Interactive session: Challenges, solutions, and prospects. Summary of suggestions and recommendations.
- 13.00 – 14.30 **LUNCH**

AFTERNOON SESSION

Keynote 1: Emerging ecosystems of cultural heritage: the link between heritage and tourism entrepreneurship.

Presentation of cases:

15h00 – 15h30 Entrepreneurship: Free Walking Tour Havana (FWTH) - Cuba

15h30 – 15h45 Entrepreneurship: Ti Vilaj Kweyol Festival - Dominica

15h45 – 16h00 Entrepreneurship: Estudio 50 - Cuba

Keynote 2: Ecosystem of women's entrepreneurship in the context of cultural tourism

16h00 – 16h30 Ms Katia Perez Diaz - Coordinator of the Cuban Network of Women Entrepreneurs

16h30 – 17h00 **Group dynamic activity and conclusions: Best practices and lessons learned from a regional approach**

DAY 3: Thursday 25 April 2024

FROM CULTURAL ROOTS TO MODERN ENTREPRENEURSHIP: THE ENTREPRENEURIAL SPIRIT WITHIN CULTURAL HERITAGE CONTEXTS.

The dynamic relationship between cultural heritage and entrepreneurship will be explored in the third day. The session aims to explore how traditional practices, stories, and artistic expressions serve as fertile ground for innovative business ventures.

MORNING SESSION

VENUE: "PRADO" CONFERENCE ROOM - PASEO DEL PRADO HOTEL

09.00 – 09.30 **Keynote 6: Cultural Heritage, creative economy, and sustainable tourism. The development of entrepreneurial niches.**

- Jordi Tresserras – President of ICOMOS SPAIN and expert on creative economy, cultural heritage, and sustainable tourism.

09.30 – 09.45 **Enhancing cultural experience of Venetian Works of Defence between the 16th and 17th Centuries in Zadar and Šibenik.**

- Ms. Zrinka Brkan Klarin – Member of the Management Team of the Zadar Defense System, Senior Assistant Department for Culture and Sports of Croatia

09.45 – 10.00 **Un enfoque innovador para la conservación del Patrimonio Mundial a través del emprendimiento.**

- Ms. Delonie Forman Entrepreneur – Desarrollador de negocios turísticos de Turneffe Atoll Sustainability Association (TASA) - Red de reservas del arrecife de barrera de Belice

10.00 – 10.30 Question and answers

10.30 – 12.00 Rethinking tourism: Pitches and discussion with Caribbean entrepreneurs

12.00 – 12.30 Debate: Fortified Heritage as a driver for change

12.30 – 12.45 Closing remarks

- Ms. Anne Lemaistre – Director of the UNESCO Regional Office in Havana
- Ms. Isabel Brilhante Pedrosa – Ambassador of the European Union to Cuba

13.00 – 14.30 **CLOSING LUNCH**

AFTERNOON SESSION

VENUE: CASTILLO DE LA REAL FUERZA

03h00 – 03h30 Site visit: Castillo de la Real Fuerza

Guided by: Antonio Quevedo Herrero, Director of the Archaeological Museum Complex of Havana

03h30 – 18h00 Entrepreneurs fair

Venue: Castillo de la Real Fuerza