
THE HERITAGE VALUE OF TERROIR-BASED ECONOMIES AS MODEL OF HUMAN DEVELOPMENT

INTERNATIONAL CONFERENCE

18-19 FEBRUARY 2015

COLLÈGE DES BERNARDINS, PARIS



Organized by the Association for World Heritage
inscription of the Climats of Burgundy (France)

www.climats-bourgogne.com

CHALLENGES AND KEY ISSUES

Promoting territories and *terroirs* by focusing on their agricultural heritage and/or their traditional agricultural products with high added value represents a **constructive response to the threat of standardization** and loss of identity. This process also provides a building block for a sustainable development respectful of cultural diversity and of their characteristics. It is for this reason that, nowadays, heritage preservation is fully taken into account in the cultural dimension of development.

Consequently, **understanding and measuring the outcomes of heritage preservation on the development of territories and regions** has become a major concern for local stakeholders, political decision-makers and professionals.

However, it is primarily the profits generated by tourist traffic in internationally reputed natural and cultural sites, such as World Heritage sites, which are taken into account when measuring heritage's contribution to economic development.

This approach does not fully capture the actual diversity of the territories' heritage dimension, nor the value for development of the heritization process aiming at international labelling. Moreover, it does not entirely meet the needs of the political decision-makers wishing to make an informed choice among the multiple legislative measures to protect and promote agricultural products with high added value, in which lies the uniqueness of each *terroir*.

For this reason, when **assessing how heritage preservation contributes to development, new considerations drawn from analyses carried out by economists** are tending to **integrate qualitative non-monetary data into valuation indicators**. This research line deserves further exploration, especially for landscapes and agricultural sites which already enjoy recognized heritage value or which are in the process of obtaining an international recognition.

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Indeed, in the past twenty years, the notion of heritage has expanded to include traditional know-how and ancestral farming practices (wine growing, tea, coffee, saffron, pepper, oil, vanilla,...), as well as the landscapes created as a result of human activity (paddy fields, vineyards, ...). **Therefore, new heritage objects include an economic function which plays a critical role in determining their heritage value.**

Terroir-based agricultural economies are rich and diverse. They convey the concept of integrated diversity between a territory, men and women and know-how. They sometimes have historical links which pinpoint common issues transcending their differences.

Of all these local economies, the French region of Burgundy contains the world's greatest diversity of viticultural *terroirs*. For several years, Burgundy has been leading the nomination of the *Climats of Burgundy* to the World Heritage List, **to ensure that the historical value of the agricultural model based on the concept of terroir is officially recognized on an international level.**

The heritization process set in motion with a view to protecting and promoting this millenia-old model, represents a **lever for regional development**. In this way, the social, human and cultural value of measures taken to safeguard the *terroirs* in the course of the heritization process should be added to the economic value generated by agricultural production.

Therefore, the model of the *Climats of Burgundy*, coupled with experience in leading an heritization and nomination process can serve to inform and promote a development policy focused on heritage conservation of *terroir*-based economies.

The international conference intends to initiate discussion on this topic.

THE HERITAGE VALUE OF TERROIR-BASED ECONOMIES AS MODEL OF HUMAN DEVELOPMENT

THE CONFERENCE OBJECTIVES

1. Sharing and expressing the diversity of *terroir*-based economies and understanding their complex structure and essential components ;
2. Discussing the heritization processes of a high added-value agricultural model of development ;
3. Exchanging and comparing experiences on international recognitions of *terroir*-based economies.

TOPICS FOR DISCUSSION

1. *Terroir*-based economies : environment, know-how, culture and production ;
2. The heritization process : lever for local development ;
3. The social and economic benefits resulting from heritage conservation of agricultural sites and cultural landscapes ;
4. The measures and mechanisms for protecting *terroir*-based economies.

Debates will focus on case studies presented by local stakeholders and project leaders. Introductory lectures to each day and a limited number of papers addressing theoretical issues will help providing insights into common concepts developed in the case studies. Actions undertaken by the *Climats of Burgundy* to obtain their inscription on the World Heritage List will be examined under each of the four topics in order to keep a reference case study.

SCIENTIFIC COMMITTEE

Isabelle Anatole-Gabriel,

PhD in history heritage, School for Advanced Studies in the Social Sciences (EHESS, Paris), France

Jean-Pierre Garcia,

Professor in geo-archeology, University of Burgundy, France

Yves Luginbühl,

Research Director, CNRS (National Center for Scientific Research), University of Paris-I, France

Erik Orsenna,

Economist, Member of the French Academy, France

Jean-Robert Pitte,

*Professor of geography, University of Paris-Sorbonne
President of the French Society of Geography,
President of the French Heritage and Fooding Cultures (MFPCA), France*



PROGRAM PREVIEW

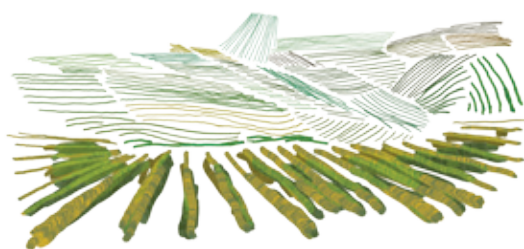
WEDNESDAY 18 FEBRUARY 2015

8:30 am **Participants registration**

9:00 am **OPENING SESSION OF THE CONFERENCE**
by Aubert de Villaine,
President of the Association of the Climats of Burgundy, France

9:10 am **PRESENTATION OF THE OBJECTIFS OF THE CONFERENCE**
by Isabelle Anatole-Gabriel,
Phd in history heritage, School for Advanced Studies in the Social Sciences (EHESS, Paris), France

9:20 am **INTRODUCTORY LECTURES
HERITAGE AND ECONOMY**
by Françoise Benhamou,
Professor, University of Paris-XIII, Culture economist, France
and Erik Orsenna,
Economist, Member of the French Academy, France



10:20 am / 01:00 pm **_SESSION 1
TERROIR-BASED ECONOMIES :
ENVIRONMENT, KNOW-HOW, CULTURE
AND PRODUCTION**

Through the presentation of a wide range of agricultural products (wine, tea, coffee, rice, agave,...), this session will describe the various types of *terroir*-based economies through the ways in which they have shaped the landscape and contributed to its conservation, as well as the creation and maintenance of ancestral expertise, such as vinification. The session will also explore the cultural aspects, anthropological and philosophical, of the relationship between the landscape and the agricultural products, in order to highlight the different factors involved in the sustainable dimension of *terroir*-based economies.

03:00 / 06:00 pm **_SESSION 2
THE HERITIZATION PROCESS :
LEVER FOR LOCAL DEVELOPMENT**

This session will document the different phases of local mobilization during heritage nomination processes (Tentative List, World Heritage List, European regulation and labels ...) of agricultural sites and cultural landscapes: i.e. local capacity to mobilize funds, the strengthening of social fabrics, the implementation of heritage protection legislation and norms. In doing so, the session will address the process of identifying the heritage dimension of an agricultural site and its agricultural production as a lever for sustainable development of a region and its *terroirs*.

07:00 pm **_RECEPTION AT THE SENATE,**
under the high patronage of His Excellency
Philippe Lalliot, *Ambassador of France to UNESCO*

THURSDAY 19 FEBRUARY 2015

08:30 am **INTRODUCTORY LECTURES
HERITAGE AND SOCIO-ECONOMIC BENEFITS**
by Elizabeth Chilton,
Professor of Anthropology, University of Massachusetts, Amherst, USA
and David Throsby,
Professor of Economics, Macquarie University, Sydney, Australia

09:30 am / 12:30 pm **_SESSION 3
THE SOCIAL AND ECONOMIC BENEFITS
RESULTING FROM HERITAGE
CONSERVATION OF AGRICULTURAL
SITES AND CULTURAL LANDSCAPES**

This session will take stock of the variety of benefits (social values, biodiversity, ecology, communities' rights, employment...) generated by *terroir*-based economies and conservation of their heritage. It will also highlight the various scales of public actions (local production corporate, regional or national administrative levels, worldwide distribution) which situate *terroir*-based economies in the global economy.

02:30 pm / 05:00 pm **_SESSION 4
THE MEASURES AND MECHANISMS
FOR PROTECTING
TERROIR-BASED ECONOMIES**

This session will present the different legal systems designed to promote the excellence of *terroir*-based economy products and to ensure their sustainability. Speakers will discuss respective merits and converging interests of economic legislation (such as AOP, IGP) and heritage nominations (such as World Heritage List, GIAHS). Operative concepts such as that of the «common good», «collective interest» and «cultural commons» will also be addressed. Although focused mainly on benefits resulting from legal norms application, the session will also consider the commitments made by the territories to ensure heritage conservation through management plans.

05:00 pm / 06:00 pm **_SESSION 5
FINAL ROUND TABLE AND CONCLUSIONS :
THE HERITAGE VALUE
OF TERROIR-BASED ECONOMIES**

Chaired by Jean-Robert Pitte,
*Professor of geography, University of Paris-Sorbonne
President of the French Society of Geography,
President of the French Heritage and Food Cultures
(MFPCA), France*
and Isabelle Anatole-Gabriel,
*PhD in history heritage, School for Advanced Studies in
the Social Sciences (EHESS, Paris), France*

Françoise Benhamou,
*Professor, University of Paris-XIII, Culture economist,
France*

Elizabeth Chilton,
*Professor of Anthropology, University of Massachusetts,
Amherst, USA*

Erik Orsenna,
Economist, member of the French Academy, France

David Throsby,
*Professor of Economics, Macquarie University, Sydney,
Australia*

Lionel Zinsou,
*Chairman and Chief executive Officer, PAI Partners,
France and Benin*

While summarizing the previous four sessions' content, this last session will highlight the processes and policies used to enhance the heritage value of *terroir*-based economies. This final session will also touch on the risks arising from a heritage recognition (such as high tourist traffic and overcrowded sites). It will examine the extent to which heritage conservation is taken into account by political decision-makers when planning development strategies, and if such conservation strategies meet the expectations of local communities.



REGISTRATION

ON WWW.CLIMATS-BOURGOGNE.COM

CLOSING DATE FOR REGISTRATION : **10 FEBRUARY 2015**

	REGISTRATION FEES – 18 AND 19 FEBRUARY 2015 (PARIS)	
	Before 10 January 2015	From 11 January 2015
Student Association of the <i>Climats</i> of Burgundy member	Free	Free
ICOMOS or National Association of French Heritage Properties member	30 €	40 €
Others	40 €	50 €

REGISTRATION FEES INCLUDE :

- Participation at the scientific sessions
- The proceedings online
- Simultaneous interpretation in English and French
- Cocktail organized at the French Senate – 18 February 2015
- Coffee-breaks

	REGISTRATION FEES – 20 FEBRUARAY 2015 (BURGUNDY)	
A day to discover the <i>Climats</i> of Burgundy	150 €	170 €

REGISTRATION FEES INCLUDE :

- Round transportation between Paris and Burgundy, field visits, lunch and wine tastings

ORGANIZING COMMITTEE

www.climats-bourgogne.com

ASSOCIATION FOR WORLD HERITAGE INSCRIPTION OF THE CLIMATS OF BURGUNDY

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