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CULTURAL HERITAGE GOVERNANCE: GLOBAL IMPORTANCE AND ROLE OF THE INTERNATIONAL ORGANIZATIONS

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Today, there is an exceptionally large number of objects of tangible cultural heritage in the world. But how is cultural heritage managed globally? What actions are being taken by international organizations and the community to protect and preserve cultural heritage sites?

Following the adoption of the Sustainable Development Agenda in 2015, the issue of cultural heritage protection has become global, as one of the sub-goals of Sustainable Development Goal 11 is to «strengthen efforts to protect and safeguard the world's cultural and natural heritage» [13]. Objective 11 applies to sustainable cities and communities, but cities and communities will be able to govern and protect cultural heritage sites only if mechanisms and norms are put in place at both the international and national levels.

UNESCO is the main organization in the UN structure that plays a key role in achieving the Sustainable Development Goals related to cultural heritage, as well as the governance, protection, and preservation of cultural heritage. One of the main units in the structure of UNESCO, which must also be mentioned in the context of cultural heritage governance, is the UNESCO World Heritage Center, whose main task is to create a database of policies in the field of governance, protection, and preservation of cultural heritage – The World Heritage Policy Compendium [12]. To monitor the achievement of Sustainable Development Goal 11.4 mentioned above, the UIS (UNESCO Institute for Statistics) has proposed a new indicator that will provide information on the total per capita that each country spends on the protection of its cultural heritage, the amount of invested funds and the

distribution of public/private expenditures for the preservation and protection of cultural heritage sites [11].

In addition to UNESCO, there are other international organizations, programs and associations that provide certain recommendations for cultural heritage governance: International Council of Museums (ICOM), International Council on Monuments and Sites (ICOMOS), International Center for the Study of Preservation and Restoration of Cultural Property (ICCROM), etc.

In Europe, much attention is paid to cultural heritage governance. The emphasis is on the need for countries to develop effective policies for the governance, protection, and preservation of cultural heritage, which can be traced in the provisions of certain policy documents, projects, and strategies. The protection and preservation of cultural heritage can be identified as one of the priorities for the development of the European Union and Europe in general, as important programs, plans and institutional frameworks have been approved. For example, in one of the main documents regulating the cultural heritage governance (European Framework for Action on Cultural Heritage) and approved by the European Commission, the development of state policy on cultural heritage governance is one of the main principles of this area («evidence-based policy making») [5; 6]. A particularly important cultural heritage governance network is the HEREIN (European Cultural Heritage Information Network), which was set up at the initiative of the Council of Europe to exchange information and cooperate with public authorities responsible for implementing cultural heritage governance and public policy and implementing cultural heritage protection and preservation strategies. in their countries [8]. From my standpoint, there is another project implemented by the European Commission, which is especially important for the protection and preservation of cultural heritage – E-RIHS (European Research Infrastructure for Heritage Science), which aims to «research on heritage interpretation, preservation, documentation and management» as well as «deliver integrated access to expertise, data and technologies through a standardized approach» for the research of cultural heritage [7].

Under the Creative Europe program, it is possible to obtain funding for projects aimed at preserving cultural heritage and introducing innovative technologies in this area [1]. One such global project is the ENCATC network, created to bring together the expert community for cultural heritage governance. It is worth noting that one of the reports published by experts of this network (Cultural Heritage Counts for Europe – The CHCFE Report) is one of the especially important in-depth studies of cultural heritage governance and public administration in this

field [2]. Another rather interesting project funded by the Creative Europe program is the Europa Nostra project, which annually awards The European Heritage Awards / Europa Nostra Awards for «celebrate and promote the highest standards in heritage interventions, research, and education, training and awareness-raising, as well the longstanding dedication of professionals and volunteers» [10].

Also, there are other special programs, projects, associations, and foundations in the EU that deal with cultural heritage issues. For example, Europeana is designed to implement tools and mechanisms for digital transformation to increase access to cultural heritage sites [3; 4], and the HEROMAT project, the main goal of which is to create environmentally friendly materials for the preservation of cultural heritage sites [9].

Consequently, having considered some major programs for the governance, protection, and preservation of cultural heritage in large international organizations, we can conclude that these issues play an important role both at the global international level to achieve the Sustainable Development Goals and at the local level (in this case emphasis was placed on Europe) to preserve history, increase global social capital, build intercultural communication, and obtain the economic effect.

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