

DOI: <https://doi.org/10.36719/2706-6185/32/120-124>

Leyla Mammadova
Baku State University
master student
leylasafzadeh@gmail.com

"IN CULTURAL DIPLOMACY ACTION: THE ROLE OF INTERNATIONAL ORGANIZATIONS IN SAFEGUARDING HERITAGE SITES"

Abstract

The role of international organizations in protecting cultural heritage is paramount in preserving the world's diverse cultural legacies. These organizations, such as UNESCO, ICCROM, and ICOMOS, play vital roles in identifying, safeguarding, and promoting cultural heritage sites and practices worldwide. Through conventions, guidelines, and collaborative efforts, they strive to ensure the conservation of tangible and intangible cultural heritage against various threats, including armed conflict, urbanization, and climate change. Their activities encompass raising awareness, capacity-building, and providing technical assistance to countries in need. By fostering international cooperation and fostering a sense of global responsibility, these organizations contribute significantly to the safeguarding and transmission of humanity's shared cultural heritage for future generations.

Keywords: *cultural heritage preservation, international organizations, UNESCO, ICCROM, ICOMOS, World Heritage Sites, intangible cultural heritage, conservation efforts, global cooperation, cultural diplomacy, cultural diversity, heritage protection treaties*

Leyla Məmmədova
Bakı Dövlət Universiteti
magistrant
leylasafzadeh@gmail.com

"Mədəni diplomatiya fəaliyyətində: irs sahələrinin qorunmasında Beynəlxalq Təşkilatların rolu"

Xülasə

Dünyanın müxtəlif mədəni irslərinin qorunub saxlanması mədəni irsin qorunmasında beynəlxalq təşkilatların rolu böyükdür. UNESCO, ICCROM və ICOMOS kimi bu təşkilatlar bütün dünyada mədəni irs obyektlərinin və təcrübələrinin müəyyən edilməsində, qorunmasında və təbliğində mühüm rol oynayırlar. Konvensiyalar, təlimatlar və birgə səylər vasitəsilə onlar maddi və qeyri-maddi mədəni irsin müxtəlif təhlükələrə, o cümlədən silahlı münaqişə, urbanizasiya və iqlim dəyişikliyinə qarşı qorunmasını təmin etməyə çalışırlar. Onların fəaliyyətləri məlumatlılığın artırılması, potensialın artırılması və ehtiyacı olan ölkələrə texniki yardımın göstərilməsini əhatə edir. Beynəlxalq əməkdaşlığı inkişaf etdirməklə və qlobal məsuliyyət hissini inkişaf etdirməklə bu təşkilatlar bəşəriyyətin ortaq mədəni irsinin qorunmasına və gələcək nəsillərə ötürülməsinə əhəmiyyətli töhfə verir.

Açar sözlər: *mədəni irsin qorunması, beynəlxalq təşkilatlar, UNESCO, ICCROM, ICOMOS, dünya irs sahələri, qeyri-maddi mədəni irs, konservasiya səyləri, qlobal əməkdaşlıq, mədəni diplomatiya, mədəni müxtəliflik, irsin qorunması müqavilələri*

Introduction

Recent events have demonstrated that safeguarding cultural heritage is a significant concern for society, alongside security and human rights. There are clear national and international legal foundations for protecting cultural heritage.

Various transnational or international cultural heritage organisations exist worldwide, such as UNESCO, ICOM, ICOMOS, ALECSO, Aga Khan, Europa Nostra, the Global Heritage Fund, the World Historic Cities, and the World Monument Fund (Howard, Convery, Piazza, 2016: 134). These examples include foundations rooted in a particular country but with a global presence, or a network of heritage sector participants facilitating global interaction among heritage experts to advocate for a specific approach to heritage preservation.

Some organisations aim to promote heritage internationally by either recognising cultural heritage as universal (e.g., UNESCO or ICOMOS) or by promoting community heritage that goes beyond national lines (such as Aga Khan or Europa Nostra).

International organisations typically cannot transfer their decision-making authority to national authorities or local governments. The international heritage organisation's actions stimulate a desire to safeguard heritage through the exchange of ideas, norms, or resources (Messenger, Smith, 2014: 365).

UNESCO, the United Nations Educational, Scientific, and Cultural Organisation, was established in 1945 and is headquartered in Paris. Since the 1960s effort to preserve Nubian monuments, he has focused on fostering global unity to safeguard our legacy. This is mostly associated with the 1972 Convention for the Protection of the World Cultural and Natural Heritage, which identifies "World Heritage Sites" of significant cultural worth on a global scale. UNESCO oversees the Hague Convention for the Protection of Cultural Property in Time of Armed Conflict (1954) and conventions regarding the illegal movement of cultural property, such as UNIDROIT. He is presently engaged in developing a convention focused on safeguarding underwater treasures (Francioni, Lenzerini, 2008: 519).

UNESCO is the sole UN agency dedicated to safeguarding cultural heritage. It has initiated and backed numerous programmes focused on preserving cultural property. UNESCO has begun organising, monitoring, and implementing various steps to conserve heritage in accordance with its mandate. The initiatives align with UNESCO's Organisation-wide Strategy for Enhancing the Protection of Culture and the Promotion of Cultural Pluralism in Armed Conflict (2015) and the pertinent frameworks of UNESCO agreements. Below is a summary of UNESCO's initiatives, categorised by event type. UNESCO frequently organises coordination meetings to gather international and national stakeholders in order to address cultural heritage crises. UNESCO has conducted field missions and talks with national authorities and civil society organisations in several countries. UNESCO also engages in monitoring as a significant activity. UNESCO, in partnership with UNOSAT, a UN Satellite Centre under UNITAR (United Nations Institute for Training and Research), is continuously assessing the damage to the facilities (Vadi, 2014: 98).

UNESCO is considering rehabilitation efforts alongside short-term response measures. The objectives include monitoring, evaluating, and documenting damage to cultural heritage, reconstructing and restoring cultural heritage, reviving cultural institutions and the institutional potential of cultural education, strengthening culture and creative industries, enhancing sustainability through culture, and digitally transforming cultural heritage management. Aside from UNESCO, numerous other international cultural organisations are also active in this arena.

The Blue Shield, previously known as the International Blue Shield Committee, was founded in 1996 as a neutral organisation similar to the Red Cross with the purpose of safeguarding cultural assets during times of armed crises. However, primarily due to insufficient finance, the organisation has not been able to completely carry out this mission (O'Keefe, 2010: 472). The primary focus of the BS is to advocate at the UNESCO level and provide advice to national authorities on implementing peacetime preparedness measures required by states as outlined in the 1954 Hague Convention and the Second Protocol. BS partners with organisations like Cultural Emergency Response (CER) and the Smithsonian Cultural Rescue Initiative (SCRI). BS is a global network consisting of 30 country committees focused on safeguarding both physical and non-physical cultural and natural heritage during times of armed conflict or disasters. Several national bodies are dedicated to preserving Ukrainian heritage by providing resources for the preservation of mobile

historical collections (Türkoğlu, Güngör, 2015: 258). In collaboration with UNESCO and Vice Media Group, Blue Shield Denmark is developing the Backup Ukraine project. This initiative allows anyone in Ukraine to use a phone application to capture 3D scans of items, monuments, and structures, which may then be uploaded to the Ukrainian Database. The Polish Blue Shield national committee, in collaboration with ICOMOS Poland and the Polish Ministry of Culture and National Heritage, assisted in safeguarding Ukrainian monuments. In collaboration with Ukrainian organizations, the National Institute of Polish Cultural Heritage Abroad (POLONIKA) carried out the project. BS provided guidance to Lithuania, Estonia, Latvia, Romania, and Finland on preparing for military war (Tavukçuoğlu, Özkaya, 2019: 174).

ICCROM is an intergovernmental organisation founded in 1956 and based in Rome, dedicated to the study of conservation and restoration of cultural properties. It offers specialised technical guidance on conserving World Heritage sites and gives training in restoration methods. ICCROM has established a global directory of conservation training courses accessible on its website. ICCROM was established by UNESCO as an intergovernmental organisation to address the extensive destruction and immediate requirement to restore cultural heritage during the Second World War. ICCROM gathers data on heritage-related damage and risk at individual sites to determine necessary measures, assess required resources, and improve readiness by minimising immediate threats. ICCROM has worked with partners to teach local teams to conduct systematic on-site damage and risk assessments for various categories of heritage. ICCROM has created a bilingual programme that includes tailored forms for assessing damage and risks to moveable, immovable, and intangible property(9). An analytical summary of data collected from four heritage sites is provided to determine priorities for action and estimate the costs of the first restoration for damaged heritage. ICOM, along with its themed international committees, creates standards and tools for the museum sector, including the Code of Ethics for museums, the standard technique for describing and documenting collections ("Object-ID"), and the "Red Lists".

ICOMOS is a non-governmental organisation headquartered in Paris that focuses on safeguarding historic monuments and places worldwide. Founded in 1965 to advocate for the principles and techniques of conservation after the approval of the Venice Charter for the Preservation and Restoration of Monuments and Historic Sites, Currently, there are National Committees in more than 90 countries, including the UK, and membership is available to those with a conservation qualification.

The organisation serves as the primary advisor to UNESCO on heritage protection, which involves assessing cultural properties for potential inclusion on the World Heritage List. ICOMOS aims to set global guidelines for safeguarding, repairing, and overseeing cultural surroundings (8). Several charters have been produced for specific sectors, such as historic parks and landscapes (Florence, 1982), historic cities and urban regions (Washington, 1987), archaeological heritage (1990), and underwater cultural heritage (1996). The Committee on International Training (CIF) aims to set and advocate for standards in conservation training and to foster international collaboration and exchange in this area (9).

European Institutions.

The Council of Europe, situated in central Strasbourg, is an intergovernmental organisation founded in 1949 with the goal of preserving and implementing common heritage ideals and principles among its members and promoting greater unity to enhance economic relations and social progress. Membership has grown from 10 countries in 1949 to 46 countries presently. The primary functions are to bolster democracy, human rights, and the rule of law in all member states and to enrich Europe's shared cultural legacy in all its various forms (10).

The Committee of Foreign Affairs Ministers of the member states is the decision-making body of the Council of Europe, which receives recommendations from the Parliamentary Assembly and specialised committees. The Council for Cultural Cooperation (CDCC) is responsible for implementing actions outlined in the European Cultural Convention (1954). The CDCC is backed

by four specialised committees, such as the Cultural Heritage Committee (CC-PAT), along with ad hoc working groups.

The Cultural Heritage Committee oversees the implementation of the European Convention for the Protection of the Architectural Heritage (Granada, 1985) and the European Convention for the Protection of the Archaeological Heritage (Valletta, Malta, 1992, revised from the 1969 version). An initial European Landscape Convention is being reviewed, integrating cultural and environmental concerns in the administration of urban and rural regions and highlighting the significance of public participation.

In 1975, the Council of Europe organised the European Year of Architectural Heritage. In September 1999, twenty-five years later, he initiated a year-long campaign titled Europe: A Common Heritage. The goal is to enhance knowledge of the historical environment, its conveyed values, and its ability to promote social cohesion, democratic citizenship, and sustainable development. Various continuing education and engagement programmes are currently accessible. The European Heritage Days in 1998 attracted over 19 million visits to historic buildings and places in 41 nations, many of which are usually not open to the public. European-Heritage.net is a developing database that compares heritage legislation and policy across all European countries. The European Union (EU) is headquartered in Brussels and was founded by the Treaty of Rome in 1957. It currently consists of 27 member countries. The European Union's formal authority in cultural affairs was established in 1993 through the Maastricht Treaty, which included the goal of "contributing to the flourishing of the cultures of the Member States" to the EU's operations (Türkoğlu, Güngör, 2015: 59-61). It can provide support to encourage the conservation of culture and heritage and should aim to promote a shared cultural legacy.

Under the most recent Raphael initiative, assistance for pilot projects in architectural restoration, as well as training and cultural events, has been provided. Since January 2000, Culture 2000 has replaced the previous programme, encompassing all aspects of cultural collaboration under a unified framework. The programme focuses on contemporary creative arts but also incorporates cultural heritage.

Various European Union initiatives can aid in safeguarding architectural history, particularly in areas such as education, training, technology, and regional development. The 5th RTD framework programme incorporates the significant theme of Tomorrow's City and Cultural Heritage (Messenger, Smith, 2014: 295). An important concern is the optimal approach to sustainably protecting and managing historical buildings and incorporating them into contemporary urban environments. The ERDF's objective is to diminish disparities among regions or social segments and can provide financial support for revitalization initiatives that involve historical structures in appropriate locations.

EUROPA NOSTRA was established in 1963 and is headquartered in The Hague. The organisation consists of about 200 NGOs, 100 municipal and regional administrations, and approximately 1000 individual members from 35 European nations, all working in the heritage field. In 1991, it amalgamated with the International Castles Institute. Europa Nostra's primary goals are to conserve and improve European architectural and ecological heritage and to advocate for high architectural quality in delicate environments.

Conclusion

Europa Nostra organises a yearly awards programme where it awards medals and certificates to a maximum of 40 initiatives that have significantly contributed to the conservation and improvement of Europe's architectural and ecological heritage.

Eligible projects include the restoration of structures, adapting existing buildings to new uses while maintaining their original character, and restoring parks, gardens, and broader cultural landscapes.

References

1. Howard, P., Convery, I., Piazza, L. (2016). Heritage, Conservation, and Communities: Engagement, Participation, and Capacity Building, 272 p.
2. Messenger, P., Smith, G. (2014). Cultural Heritage Management: A Global Perspective, 512 p.
3. Francioni, F., Lenzerini, F. (2008). The UNESCO World Heritage Convention: A Commentary, 800 p.
4. Vadi, V. (2014). Cultural Heritage in International Investment Law and Arbitration, 280 p.
5. O'Keefe, R. (2010). The Protection of Cultural Property in Armed Conflict, 660 p.
6. Türkoğlu, İ., Güngör, Z. (2015). Qlobal İrs İdarəçiliyi: Nəzəriyyədən Təcrübəyə, 320 s.
7. Tavukçuoğlu, A., Özkaya, B.T. (2019). Qlobal Mədəni İrsin İdarə Edilməsi: Konsepsiyalar, Siyasətlər və Təcrübələr, 292 s.
8. <https://www.icomos.org/fr>
9. <https://www.iccrom.org/>
10. <https://www.heritagedaily.com/>

Received: 21.11.2023

Accepted: 25.01.2024