



Journal: *Sustainability*

Special Issue: Cultural Heritage and Sustainable Development

Deadline: 30 September 2021

Lead Guest Editors:

Lucia Marchegiani, Department of Business Studies, Roma Tre University, Rome (00162), Italy,

lucia.marchegiani@uniroma3.it

Enrico Cori, Department of Management, Polytechnic University of Marche Ancona (60120), Italy,

e.cori@univpm.it

It is undoubtful that cultural heritage has a pivotal role in how people sense themselves and their actions in their own lives, in their reference groups, and in society. Due to its intrinsic value, cultural heritage is tightly linked to the concept of both individual and collective meaning and value. On the other hand, as cultural heritage belongs to humanity, it is also closely linked to long term sustainability. Just like natural resources and the environment are common goods, cultural artefacts, such as urban landscapes, monuments, museums, are also “goods” that influence to perceptions and values of specific communities. Moreover, they can be key elements for individual, organizational, and local development, helping to improve the community's quality of life (Sacco, et al. 2015; Grossi et al., 2012). Culture can be conceived as a catalyst of collective actions. Studies on participatory approaches to cultural heritage have opened a stream of research focused on the organizational and managerial challenges of collective actions, decision making, and sense-making processes around cultural initiatives (Saurugger, 2010; Tomka, 2010; Biondi et al., 2018).

Yet, the relationship between sustainability, sustainable development and culture is highly debated and discussed. In fact, a universal understanding of cultural heritage in promoting sustainable development has not been reached yet. On the one hand, culture is sensed as being bound to the past, holding conservative power. On the other hand, it is believed to have the power to promote truly sustainable development, which involves the promotion of human and social capital. As witnessed by the European Parliament Resolution of September 8, 2015, “Towards an integrated approach to cultural heritage for Europe”, sustainable cultural heritage management can lead to the maximization of the intrinsic, economic, and societal value of cultural heritage. Numerous lobbying attempts have advocated for a central part of culture in the UN debate on sustainable development, such as the #culture2015goal, backed by ICOMOS and Culture Action Europe, among others. The Sustainable Development Goals (SDGs - 2015-2030) defined by the United Nations, only indirectly recall culture in Target 11.4 (strengthen the effort to protect and safeguard the world’s cultural and natural heritage) and in Target 4.7 as it aims for the appreciation of cultural diversity and culture’s contribution to sustainable development. However, it does not recognise the importance of local cultural contexts and the need to include culture and the arts in education policies, as it had been indeed advocated by UNESCO (Labadi, 2019). Moreover, the SDGs framework includes targets that indicate sustainable tourism to create jobs for the local population. Given the relevance of cultural tourism, these targets are indirectly impacting culture and cultural heritage. Nevertheless, sole focus on tourism does not recognise the ambivalence of its negative effects on local culture.

Promoting culture has been, since 2007, one of the three main objectives of the European Agenda for Culture in which the cultural sector is regarded as an increasing source of job creation, as well as a basic element that drives that drives the pursuit of other development goals (human development, social cohesion, green environment, and gender-balanced opportunities) (Helly & Galeazzi, 2016).

Given the current interdisciplinary debate, this special issue aims at further inquiring and debating the role of cultural heritage and cultural initiatives in the face of the contemporary perspectives on sustainable development. We are seeking for contributions that either adopt an organizational perspective or focus on the micro-foundations of collective actions that underpin the sustainable approach to cultural heritage management.

Theoretical and empirical contributions are welcome. We encourage the submission of original articles that consider the following topics, but not exclusively:

- How are cultural heritage valorization practices related to sustainable goals and sustainable development?
- How do people in creative and cultural organizations sense their role considering the SDGs and sustainability?
- What are the organizational challenges in culturally-driven collective actions?
- What are the relevant organizational choices in driving sustainability of creative and cultural organizations and/or through cultural heritage, and how?
- The relation between people and cultural heritage, especially citizens' well-being, sense of belonging, identity, and cultural memory, and its implications in terms of sustainability.
- The economic impact of innovative and sustainable managerial practices of cultural initiatives through cultural heritage
- How can the participatory approach to the valorization of cultural heritage favor the development of managerial policies and practices oriented towards sustainability?
- Reflections on how holistic approaches are related to cultural heritage valorization, via for example tourism;
- The impact of digital technologies on cultural heritage management and valorization in the perspective of sustainability.

Participants to the WOA 2021 are invited to submit their full paper for consideration in the special issue.

This call for paper is aligned with the Theme of the WOA 2021, aimed to inquire the “meaning and purpose of human action”. Accordingly, the call addresses the attention of the workshop attendees.

Deadline for full paper submission: 30 September 2021