

THE HERITAGE RESET

A Framework for Alignment and Impact



WHAT IS THE HERITAGE RESET?

- Change and tensions are everywhere: social norms, racial inequity, climate and environment, economic disparity.
- We are recognizing that heritage has played a role in creating and perpetuating some of the problems that exist today.
- As the world hits the reset button, we know that our work with heritage places has extraordinary potential for impact – through reflecting the cultural diversity of Canada, supporting reconciliation and equity, reducing resource consumption, and providing the building blocks for a sustainable economic future.
- **But are we all moving fast enough? Now is the time to accelerate our impact.**



THE HERITAGE RESET

KEY QUESTIONS / PROBLEMS HERITAGE RESET MUST ADDRESS

1. How can we better align heritage conservation to be useful and meaningful to a broader public – including diverse communities, the next generation, and those who have experienced barriers to accessing heritage?
2. How can we accelerate the heritage movement's impact as a positive, essential, progressive force addressing pressing issues like climate change, racism, affordable housing, social justice, accessibility, economic resiliency and more?
3. How can we reposition the economic value of heritage places, and address negative economic consequences like gentrification and exclusion?



THE HERITAGE RESET

FINDING COMMON GROUND TO CONNECT HERITAGE WITH TODAY'S ISSUES

Heritage Community

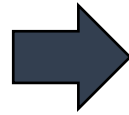
Safeguarding values, meaning, and stories.

Sites, districts, cultural landscapes, sacred sites, buildings and structures

Museum Collections

Natural Heritage Places

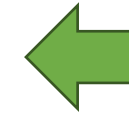
Intangible Cultural Heritage



Environmental

Socio-Cultural

Economic



Society

Questioning the future and what it may hold.

Environmental change, social-cultural change, economic change



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Environmental

Socio-Cultural

Economic

Heritage Conservation

- What shared values can build connection?**
- What does heritage conservation offer?**
- What questions should we be asking ourselves?**
- What reset actions can we commit to?**

Climate action, Social justice, Economic viability & equity

Heritage conservation is broad. Our focus is places – whether they are sites open to the public or privately owned, whether they are ‘official heritage’ or not.



Environmental

Heritage Conservation

Shared values that build connection:
Reduce Reuse Recycle; Green Jobs; the Planet

What Heritage Conservation offers:

- Insight and expertise to use/reuse the vast majority of older and heritage places
- Knowledge of the land and Indigenous cultural heritage practices
- The means to create green jobs and reduce waste.

Climate action, Social
justice, Economic
viability & equity

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Environmental Reset

Questions to consider:

- (1) How far can we go to accommodate use/reuse of heritage buildings? What's our framework for considering:
 - Energy performance upgrades? New functions?
 - Increased density in traditional areas?
 - Relocation? façade retention? Deconstruction?

- (2) What's our framework for actions to adapt to climate impacts at heritage places – and for decisions to let go?

- (3) Can we harmonize Indigenous and conventional heritage practice?

- (4) Can we re-cast conservation principles to be relevant for all places (existing and future) – and valid/meaningful for climate advocates?

Reset strategy: What actions will we commit to?



Socio-Cultural

Heritage Conservation

Shared values that build connection:

Truth, Reconciliation, Diversity, Equity, Inclusion, Anti-Racism

What Heritage Conservation offers:

- Opportunity to reflect the diversity of Canada and build social cohesion
- Opportunity to tell the full story in commemorating, interpreting history

Climate action, Social justice, Economic viability & equity

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Socio-Cultural Reset

Questions to consider:

- (1) How do people figure in our goal-setting, decision-making, and advocacy?
- (2) Do our tools and practices (e.g. statements of significance; standards & guidelines) foster reconciliation, redress and equity?
- (3) What is our strategy to expand beyond the dominant narratives and stories and confront the full story?
- (4) What is our framework for contested commemorations and places telling one-sided stories?
- (5) What is our role in making heritage experiences accessible to all – removing physical, and other barriers?
- (6) How are we attracting people from underrepresented groups to our field to transform the sector?

Reset strategy: What actions will we commit to?



Economic

Heritage Conservation

Shared values that build connection:

Financial sustainability. Resilient local economies. Jobs. Equitable access to heritage.

What Heritage conservation offers:

- Opportunity to influence investment, treatment and use of heritage places
- Perspective that sees the economic value of land/property – as well as the social, cultural, and environmental values.

Climate action, Social justice, Economic viability & equity



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Economic Reset

Questions to consider:

- (1) How do we respond to connections made between heritage conservation, gentrification and NIMBYism?
- (2) What is our role in making heritage conservation financially possible / attractive for many more owners and investors, affordable housing advocates, Indigenous communities and others?
- (3) Do our practices and standards get in the way of making building reuse financially viable? What is our responsibility to owners and developers?
- (4) How do we advocate for and support heritage places (e.g. Indigenous cultural landscapes) that fall outside conventional forms of economic value?
- (5) Do conventional funding programs, grants and budget advocacy efforts unconsciously privilege certain places / groups over others?

Reset strategy: What actions will we commit to?



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