



CALL FOR PRESENTATIONS

National Trust Conference 2022

(in association with Canadian Association of Heritage Professionals)

The Heritage Reset: Making Critical Choices

October 20–22, 2022 (Toronto, Ontario)

Seismic societal shifts exacerbated by a global pandemic have drawn into question many values, structures, and public policies in Canada, including those guiding heritage conservation. As the urgency increases to advance decolonization and anti-racism, take bold climate action, and redress economic and social inequity, are heritage principles and heritage places in step, or stuck in the past? Now is the time for realignment and concerted action. How can we accelerate the heritage movement's impact as a positive, essential, progressive force addressing pressing issues like climate change, racism, reconciliation, affordable housing, social justice, accessibility, economic resiliency, and more?

The National Trust in association with the Canadian Association of Heritage Professionals invites your essential participation in the transformation of the heritage sector – currently underway with the pan-Canadian *Heritage Reset* initiative and culminating at this conference in Fall 2022.

The Heritage Reset: Making Critical Choices will bring together 500+ participants from a diverse range of backgrounds – from professionals (emerging and established), craftspeople, and volunteers, to developers, planners, heritage site operators, academics and students. The event will feature challenging and inspiring case studies and lessons from heritage practice, communities, and industry, along with productive, goal-setting discussions where conference delegates will actively renew and reset the heritage sector.

Presentation/session proposals are invited on the following themes:

1. Social-Cultural Reset – Embracing a Fuller Story and Confronting Exclusion

While heritage conservation practices have successfully empowered people to protect heritage places, many communities and perspectives have been marginalized or excluded in the process. There is now growing recognition that the sector needs to examine current heritage practices and principles (e.g. authenticity, integrity, and architectural value) to ensure they do not perpetuate bias or exclude. We also need to contribute to solutions around controversial

monuments, symbols, and naming. This conference stream explores how new societal and cultural imperatives are challenging existing paradigms and ways of operating, including what is defined as heritage, and by whom. How can heritage practitioners, site operators, volunteers, policymakers and others create an inclusive culture of conservation?

Possible topics may include:

- Controversial Monuments, Symbols, and Naming – Case studies and lessons learned in addressing difficult/contested histories; heritage places and strategies for redress; sensitively handling sites of conscience.
- Transforming the Heritage Workforce/Volunteerism and Practices – Confronting exclusion, opening up spaces for marginalized voices, and building diversity in the heritage sector; solutions for actively identifying and rectifying process or system bias.
- Decolonizing Heritage Practice and Supporting Indigenous Resurgence – Championing and integrating Indigenous cultural heritage and accelerating non-Indigenous “allyship”; co-management and other models advancing Reconciliation at heritage sites.
- Rethinking Identification and Designation – Engaging marginalized communities in heritage identification; challenging existing recognition frameworks; looking beyond built form to the intangible (e.g. Chinatowns); navigating conflicting values in heritage places; leveraging large scale inventories to shift heritage futures.
- Leveraging Heritage as Progressive Force – Integrating accessibility measures and heritage places; addressing the interplay between heritage, gentrification, and inequality; heritage conservation as a tool for anti-racism; heritage responding to public health and well-being.

2. Environmental Reset – Championing Heritage Conservation as Climate Action

Building reuse and retrofit as an alternative to new construction is the single most effective tool to meet global climate goals. While the heritage sector has embraced “the greenest building is the one that already exists,” it has often been reluctant to deviate from long-held principles to accommodate substantial changes like deep retrofits, moving buildings, or heavy site intensification. How far are we prepared to go to be pragmatic, flexible, and show leadership? Are we open to new voices in adjacent fields (e.g. circular economy, building deconstruction, environmental protection) and prepared to compromise to advance a common cause? This conference stream explores how the Canadian heritage sector can recalibrate to accelerate building reuse and landscape preservation, build allies, and shift public attitudes.

Possible topics may include:

- Transforming Heritage Conservation Practice – Case studies or data demonstrating building reuse as effective climate action; balancing carbon goals and energy retrofits while retaining heritage value; heritage and intensification lessons, including principles for building relocation, façade retention, or additions; demonstrating the relationship between heritage conservation and building deconstruction or circular economy.

- Historic Sites and Climate Action – Reimagining heritage sites and museums for climate action; mitigation for heritage places in peril, including Indigenous cultural landscapes and archaeological remains; navigating the challenge of tourism and carbon footprint; Indigenous perspectives on climate response and environmental conservation.
- Making the Case and Building Allies – Strategies for shifting public attitudes around heritage as climate action and building allies; new data or tools (e.g. LCA or embodied carbon calculators) making the climate heritage case or informing reuse or replacement decision-making; projects communicating/demonstrating heritage as climate action to new audiences.

3. Economic Reset – Overcoming Systemic Barriers to Reuse & Asserting Heritage as a Progressive Force

Conservation practice, the state of the economy, development industry goals, government policies and regulations, the attitudes of lenders, and community concerns, are all inextricably intertwined in the heritage sector. When they are in sync, they create a “climate” for conservation that shapes what is possible, which projects get done, and how well they succeed. However, heritage conservation is still popularly seen as a cost versus an investment. Heritage is also sometimes co-opted as an elitist, NIMBY-fueled tool focused on protecting privileged capital assets and maintaining the status quo. Can the heritage sector do more to champion affordable housing through building reuse and stop renewal from displacing existing communities? How can the heritage sector be more effective at removing systemic barriers to reuse, levelling the financial playing field to compete with new construction, and ensure equal access to heritage skills across Canadian society? This conference stream focuses on changing the system for urban and rural heritage places, and identifying how the heritage sector can realign its work to drive transformational change.

Possible topics may include:

- Affordable Housing and Spatial Equity – Affordable housing, progressive development, and land trusts with heritage-related objectives; addressing connections made between heritage conservation, gentrification, and NIMBYism; heritage and Indigenous-led reuse projects or urban reserves; heritage supporting Main Street legacy businesses.
- Heritage Planning and Practice – Sensitive adaptive reuse and infill in historic areas; culturally sensitive heritage planning (e.g. Black heritage places, TRC Calls to Action); navigating heritage standards flashpoints and tailoring advocacy expectations to what is financially possible/reasonable; addressing conventional funding programs, grants, and advocacy efforts that privilege certain places/groups over others?
- Advocacy and Resolving Heritage Reuse Barriers - Resolving reuse barriers (e.g. fire and building codes, zoning, green ratings, insurance); strategies for achieving game-changing incentives for heritage/existing building reuse; making the business case for heritage (e.g. job creation/economic impact).
- Financing and Investment – Creating innovative financial instruments (e.g. ESG, ethical funds, carbon calculation and trading) to support heritage reuse; addressing barriers to

reuse in the tax system, accounting practices, property management, real estate appraisal, or insurance industry.

- Heritage Sites and Museums – Innovative funding platforms, audience building, or diversification strategies to sustain heritage places open to the public; strategies to fund the expansion and diversification of stories told at historic sites.
- Expanding the Workforce/Volunteerism and Access to Heritage Skills – Attracting under-represented groups to the heritage sector; strategies for fostering the next generation of heritage workers/professionals/volunteers; shifting the bias of mainstream professions and trades from new construction to rehab (e.g. education and training); expanding pan-Canadian access to heritage professionals, skilled trades, and education.

PRESENTATION FORMATS:

- **Traditional Presentation (15 minutes)** – These presentations will use case studies and research results that offer insights, principles, and real solutions that others can apply in their communities. What questions were raised by the case study and what lessons were learned?
- **Spark Presentation (7 minutes)** – Brief, effective, powerful. These “Pecha Kucha” inspired presentations raise heritage issues and offer lessons in dynamic sessions.
- **Lightning Talks (5 minutes)** – Dedicated space for students and emerging professionals (typically those in the heritage workforce for 5 years or less) only.
- **Traditional or Non-Traditional Conference Session (90 minutes)** – Propose an entire conference session, including non-traditional formats: four presentations and a moderator, roundtable, panel discussion, workshop, direct action, cultural performance, etc. Please identify proposed session leader(s), presenters, or resource people.

PLEASE INCLUDE WITH YOUR SUBMISSION:

- Title of presentation/session proposed, format, and a summary (450 words or less).
- Please include at least one “learning objective” for a presentation, or at least 2 for a session, that clearly articulate what attendees will learn as a result of attending. For example: "Analyze and interpret a case study that examines how heritage conservation contributes to neighborhood revitalization and fights displacement".
- Which conference stream(s) your presentation/session aligns with.
- Your name, contact information, and short bio (150 words)
- Your student status, if applicable.

DEADLINE FOR SUBMISSIONS: Friday, April 8, 2022

Notification of acceptance of abstracts will be made by late-May 2022. Presenters of accepted abstracts will receive a discount on full conference registration. Student presenters will receive free conference registration.

To submit your proposal, or for more information: conference@nationaltrustcanada.ca
Tel.: 613-237-1066. Visit www.nationaltrustcanada.ca