

02_ *Live Care.*

Engage with what matters.

We will engage with heritage because of its ability to respond to and care about real human needs, what matters to people today — climate action, reconciliation, social justice, affordable housing and more.

The following headlines and principles articulate the outcomes of The Heritage Reset — a project led by the National Trust, in concert with a consortium of national and provincial-territorial heritage organizations, to improve the overall effectiveness of the heritage sector and to assist the heritage community to navigate change and uncertainty. They link the heritage movement to the broader social issues people fundamentally care about and want to engage with.

Because we recognize heritage is living all around us, as a powerful force, exerting influence and potential, we also recognize that we are, in some form or another, inescapably, living heritage. Heritage can help us celebrate what it means to live *aware*, with *care*, and with *purpose*.



Heritage conservation is about meeting the needs of communities today – not just preserving something that existed in the past.

C O M M U N I T I E S T O D A Y
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- Heritage conservation is not a tool to prevent change — it is a tool for thoughtful change that responds to real needs in communities — needs like climate action, reconciliation, social justice, affordable housing and more.
- Heritage buildings, traditional planning principles and Indigenous ways of being are not relics of the past, they are templates for the future. Heritage conservation is often misunderstood as a means to stop change and maintain the status quo. In fact, heritage conservation can include everything from setting special places aside for careful preservation, to modifying them with care for what's special about them, to full-on adaptive reuse or redevelopment.
- Caring about heritage places goes beyond protecting and preserving aesthetics, history, bricks and mortar. Heritage advocates care about environmental health and climate action, reconciliation, diversity and inclusion, community wellbeing, and preserving features of the urban environment such as walkability, trees and green space and protecting rural landscapes and farmland.
- The goal of heritage conservation is not an absolute — every community must work through what it values, and set its own priorities. The practice of heritage conservation respects distinct approaches and local decision-making.



Live Care

Live Equitable Care.



The heritage conservation movement can advance reconciliation, inclusion, and anti-racism.

- Heritage conservation is about sustaining all communities and uplifting all groups as part of the collective story. Heritage conservation puts people at the centre and strives to approach heritage places in a way that is truthful, inclusive, and equitable for all.
- Each community has the right to maintain, control, protect and develop their cultural heritage. The Heritage conservation movement belongs to and respects everyone, and together we are stronger.
- Seeing oneself reflected in heritage places and the stories told of them is important for people and communities to develop a sense of self, a sense of belonging and connectedness, a sense of place. Heritage places can be touchstones for cultural practices, memory and meaning. Heritage conservation can be a powerful force — creating access to places that are gateways to stories and ideas that foster diversity and inclusion, identity and a sense of continuity and history.
- When heritage places tell the full story of difficult histories, they can help advance anti-racism, inclusion and equity by sparking important conversations about the past, the present and the future. Today more and more communities are recognizing places and stories previously undervalued or misrepresented.
- Heritage places can be touchstones for cultural practices, memory and meaning. They can also be sources of beauty and reflection that support community wellbeing.



*Heritage conservation
reduces waste, cuts carbon,
and builds climate resilience
in communities.*

- Heritage conservation is climate action by, fighting carbon emissions, enabling continued use and adaptive use, and reducing waste and resource depletion.
- Heritage conservation promotes the retention and reuse of all older buildings in our communities, not just designated or special buildings. Heritage conservation includes reusing and adapting most older buildings with flexibility.
- Building re-use capitalizes on carbon, materials and energy already invested, reduces construction and demolition waste, and avoids environmental impact by avoiding embodied carbon emissions — the emissions from mining, manufacturing and construction associated with new development.
- By adapting or adding to traditional housing, or repurposing older commercial buildings, mid-century apartment towers, or rural structures, the heritage conservation movement contests the culture of consumption and disposability, and mobilizes communities around the imperative to maintain, repair and reuse, rather than to neglect, demolish, dispose and replace.

Live Care.

Heritage conservation is worth the investment. *Live Care.*



- The retention and re-use of heritage and older buildings represents a substantial public benefit that generates tax revenue, creates green jobs and fuels tourism and should be a priority of governments at all levels.
- Heritage places are an untapped resource. Found in urban centres, small towns, and remote regions, they offer great opportunities as building blocks for community life, regional development, cultural/tourism activity, social infrastructure and the creation of green jobs.
- In addition to the carbon-reducing power of heritage places, and their social and cultural value, there are ample economic reasons to value their retention and reuse. Investment in heritage investment leads to job creation and economic growth:
 - Heritage rehabilitation generates upwards of 21% more jobs, including skilled jobs, than the same investment in new construction.
 - Rehabilitation benefits municipalities through private investment by developers which leads to new units and an expanded tax base.
 - Rehabilitating heritage places favours local skilled labour over the import of mass-produced foreign goods.
 - Heritage places draw tourists to Canada. US travellers seeking heritage experiences in Canada are expected to reach 12.3 million by 2025.