

Submission Form

At its 35th session (UNESCO Paris, 2011), the World Heritage Committee (Decision 35COM12D.7) “requested the World Heritage Centre, with the support of the Advisory Bodies, **to develop, for further consideration the proposal** contained in Document WHC-11/35.COM/12D [...] and to further **explore ways of recognising and rewarding best practice through a one-off initiative** at the closing event of the 40th anniversary of the World Heritage Convention (November 2012, Japan)...”.

States Parties to the World Heritage Convention are invited to participate in this initiative by proposing World Heritage properties in their country that they regard as an example of successful management and sustainable development.

In order to be eligible the site has to apply with the following criteria:

- The suggested site must be a property inscribed on the World Heritage List;
- Successful management and sustainable development has to be clearly demonstrated;
- Best practices are considered those that are tried, tested and applied in different situations and in a wider context;
- An overall good performance on all headings mentioned in the submission form, with an exemplary performance in at least one of the areas;
- An outstanding example of innovative management in dealing with one or more management challenges / issues that could offer lessons to other sites.

Each State Party may propose a maximum of two properties, preferably relating to one cultural and one natural site.

This form contains 9 topics for demonstrating best management practice – it is not necessary to comply with all of them but it would be appreciated if you could provide a comprehensive response to as many topics as possible. In your responses to the question, please provide all facts and figures to substantiate the answers, and describe the before and after situation of implementing the best practice intervention. The objective is to illustrate clearly why the example can qualify as a best practice and can be used as a source of inspiration for other World Heritage properties.

The topics are based on questions dealt with in the Periodic Reporting questionnaire.

Recognizing and rewarding best practice in management of World Heritage properties

State Party: [name] Republic of Colombia

Title proposed World Heritage property: [title] Coffee Cultural Landscape

Brief description of the property: [you may use the Brief description provided through <http://whc.unesco.org>]

The Coffee Cultural Landscape of Colombia (CCLCC) is a cultural productive landscape in which natural, economic and cultural elements are combined with an extraordinarily high degree of homogeneity in the form of the coffee plantations and the landscape. A few decades after the arrival of the settlers in Antioquia in the XIXth century, the region's economy and culture developed around a deeply-rooted coffee growing tradition, which has left a unique legacy defining regional culture, with rich manifestations of music, food, architecture, and even education. The features of the CCLCC are the result of the adaptation process of these settlers, a process which persists to this day. The typical coffee farm in the CCLCC is located on a challenging landscape of steep mountains with "slopes of over 25% (55 degrees) which articulate the form and design of the coffee landscape, its architectural typology, and the lifestyle of its communities; thus, its authenticity". The combination of plots and the distances between coffee plants and shade trees form symmetrical geometric figures that give the landscape its singular characteristics. The homogeneity is also evident in the tradition of 'small plots', resulting in the region's typical landownership of small farm production system, shaping the distinctive way of life of the *Cafeteros*, defining the legacies that have been passed down from generation to generation. Furthermore, as a productive landscape, the CCLCC contains significant natural and aesthetic attributes, unique to a coffee region, as it houses a large number of native forests and biological corridors, considered strategic for the conservation of global biodiversity. The typical architecture in the urban settlements is a fusion between the Spanish cultural patterns and the indigenous culture of the region adapted to the coffee growing and post harvesting processes with their sliding roofs. Rural settlements are built with coffee cultivation in mind. 'The house is both the dwelling unit and the center of economic activity'. The search for a more suitable material gave rise to the more flexible and dynamic '*bahareque*': a series of walls built on a wooden framework with vertical and horizontal beams and slanting braces, covered by '*esterilla de guadua*', a layer of bamboo well known for its resistance and malleability.

Please answer the questions below demonstrating the successful management and sustainable development of the World Heritage property and why it is an example of a best practice.

Topics for demonstrating best management practice:	Please indicate in this column why your World Heritage property is a best practice in relation to the topic:
<p>1. Conservation:</p> <p><i>What innovative management practices or strategies are being applied in order to ensure the conservation of the Outstanding Universal Value (OUV) of the property (e.g. better resource management, restoration and rehabilitation, addressing various man-made or natural threats and challenges, etc.)?</i></p>	<p>The Coffee Cultural Landscape of Colombia -CCLCC is integrated into the sustainability strategy developed and implemented by Colombia’s Coffee growers. The development of the property’s management plan and lines of actions agreed upon with the national and regional governments took into consideration the ongoing Colombian Coffee Growers Federation (FNC) Strategic Plan and indicators, thus ensuring that all interested stakeholders could take ownership on the conservation of the property. Thus, different public and private actors are now involved in order to ensure the conservation of the property’s Outstanding Universal Values. Thus, under this framework the FNC leverages its institutional network to provide public goods and services to coffee growers in Colombia in order to meet the goals highlighted in this world heritage property. A detailed management plan with well defined indicators of progress is yet another management strategy to measure the effectiveness of the initiatives undertaken</p> <p>An outstanding example of how this system works is the amount of new coffee trees recently planted or renovated in the property, as well as the different initiatives developed under the FNC’s Sustainability that Matters programs.</p> <p>Another example of how coffee institutions in Colombia are designing and implementing innovative management practices in order to cope treats and ensure the conservation of the OUV, is the investigation work that The Colombian National Centre for Coffee Research – Cenicafé is carrying on by mapping the genome of coffee plants to facilitate the development of varieties that are better adapted to climate change. One of those varieties is an already introduced strain of Arabica plant called <i>castillo</i>. This variety is more resistant to a fungus called coffee rust, which reappeared in recent years due to heavy rains and higher humidity, than the traditional variety <i>caturra</i>, and is now actively being planted</p>

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<p>2. Local People:</p> <p><i>What exemplary practices are you using in order to effectively address the needs of local stakeholders within the management system for the property, and enable their full and active participation?</i></p>	<p>For a Cultural Landscape that is dynamic and evolving, ensuring that its inhabitants have the opportunity to participate on decision making is crucial, so that they feel part of the effort to conserve the property and develop further appreciation for it.</p> <p>To enhance the identity of the property and the appreciation for its outstanding value, there was a concerted effort to create a symbol of CCLCC that will remind all stakeholders of its values, including natural, architectural and cultural. The CCLCC identity was arrived at following a profound brand development project that emphasized in communication and values to local stakeholders. In sum, the visual identity arrived at strives to make tangible the different components of the property that make them unique, communicating its essence.</p> <p>This institutional network constantly creates opportunities for social mobility, economic progress and democratic participation for coffee growers of the region, maintaining and strengthening its social capital.</p> <p>The Colombian Coffee Growers Federation administrates an effectively structure that addresses the needs of coffee producers within the management system for the property, and enable their full and active participation: Coffee producers elect members who serve on departmental and municipal committees of coffee growers. Members of the departmental committees also serve as delegates to the National Congress of Coffee Producers, the FNC's highest authority. The FNC has a major presence in the municipalities and departments located in the CCLCC principal area, which includes 47 municipal, 4 departmental committees of coffee growers, in which more than 400 agents of the Federation's Extension Service constantly assist producers in their farms. Thus coffee producers living in the property do have means to participate directly through their elected representatives in all actions affecting their sustainability.</p>

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	<p>In addition, regular meetings among stakeholders take place, through local, regional, technical and national Committees for the CCLC's institutional framework created under the agreement signed among the 4 department's governors, the Ministry of Culture and the FNC. These open meetings have allowed stakeholders from local governments, the tourism sector and a number of academics to voice their opinions and be aware of CCLC's management plan, main projects and priorities.</p> <p>Also, under the Presidency of the Republic of Colombia Agreement for the Cultural prosperity No. 43 of August 2011 a number medium and long term priorities for the property were agreed upon amongst local stakeholders and government representatives.</p> <p>In terms of addressing the needs of coffee producers a number of services are offered to coffee growers, which include:</p> <p>The Purchase Guarantee Policy. Probably the most important service offered to the coffee growers in the region. Through this policy, the Federation is able to provide a place near the farms of the producers where they can sell their coffee at transparent price that is in line with current international market prices and receive cash payment for their coffee.</p> <p>Research, development and knowledge transfer. These activities are managed by Cenicafé, the Federation's research centre, and the Extension Service of the Federation. Thanks to their collaborative efforts, coffee growers can make use of scientific advancements and inventions that increase their productivity. To improve cultivation</p>

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		<p>methods the federation offers a certified technical assistance under the international ISO 9001:2008 standards.</p> <p>Brand and sales strategies to add value to the coffee growers. Operations which position and defend the reputation of Colombian coffee as the best coffee in the world.</p> <p>Quality control. Guarantees minimum standards of quality for coffee exported from Colombia to demanding international markets. This obsession with excellence and quality, and the care and commitment involved in producing coffee that meets such standards, is the basis for the reputation and the premiums paid for Colombian coffee.</p> <p>Social investment to improve the well-being and quality of life of coffee-growing communities. Through programs the federation supports investment in education, health care, information systems, financing, basic services and infrastructure.</p>
3.	<p>Legal framework:</p> <p><i>What special measures have you taken to ensure that the legal framework for the World Heritage site is effective in maintaining the OUV of the property?</i></p>	<p>The Government of Colombia through the Ministry of Culture, the regional authorities, and the Colombian Coffee Growers Federation signed an inter-institutional cooperation agreement No. 1769 of 2009, committing themselves to the preservation of the Coffee Cultural Landscape -CCLC in many different ways. Some are detailed in specific projects, but in general terms it aims to provide sustainable development under economic, social, and environmental programmes to the region through the available network established by coffee growers and their Federation. The management plan is also reviewed under the Agreement's instances at regional and local level.</p> <p>Furthermore the Ministry of Culture issued the Resolution No 2079 of 2011, where The Coffee Cultural Landscape -CCLC is recognized as part of the Colombian Cultural Heritage, meaning that the government of Colombia will provide the instruments to:</p> <ul style="list-style-type: none"> • Restrict actions and activities that may affect or create negatives impacts on the

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		<p>area recognized as a National Cultural Heritage. This area includes the main area and the area of influence, according to the sites listed in the document issued by UNESCO.</p> <ul style="list-style-type: none"> • Ensure that all planning and land management instruments such as, municipal and departmental policies related to the use of land, include special measures aimed to protect the CCLC. These measures have preference when determining all planning activities. <p>There are also departmental, regional and national technical committees, integrated by representatives of all authorities, universities, environmental and economic organizations involved in the management of the CCLC. These committees were created in 2009 and had been the major instrument to administrate and ensure sustainability of this OUV.</p>
4.	<p>Boundaries:</p> <p><i>What innovative ways of dealing with the boundaries of the property, including for management of the buffer zone do you have in place, to effectively to manage the site and protect its OUV?</i></p>	<p>The Coffee Cultural Landscape extends through some of the coffee producing areas at the foothills of the western and central mountain ranges of the Cordillera de los Andes. In Colombia, the rural areas of each municipality are divided into “veredas” or rural districts, which are considered the smallest territorial divisions possible in the country. The PCC includes certain veredas of the above mentioned municipalities. The Property’s principal area defined includes 6 zones located principally between 1,200 and 1,800 meters elevation which are deemed the most characteristic of the Coffee Cultural Landscape, as they contain its most representative attributes.</p> <p>The local policies related to the use of land (Plan de Ordenamiento Territorial – POT) are being articulated in various events where all authorities, including recently elected mayors and governors are receiving information on the basic norms to standardize the use of land in the region. A number of workshops and the support of the Colombia’s Ministry of Housing and Regional Development have been held so that consistent implementation of the 47 POTs involving the 47 municipalities are consistent with CCLC’s management plan.</p>
5.	Sustainable finance:	The main economic driver in the region is coffee, so most strategies and initiatives are

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<p><i>What effective strategies have you developed and implemented to assure adequate and sustainable financial resources for implementing the management measures required to maintain the site's OUV?</i></p>	<p>directed to improve coffee production and its value. Thus, most actions and strategies associated with the implementation of the management plan are funded by the FNC and the Ministry of Culture, leveraging resources when possible from other entities.</p> <p>Additional management measures can be financed by the local and national government, the regional coffee growers and its federation, when they all can obtain major revenues by improving the coffee business.</p> <p>Furthermore, the local and regional CCLC authorities and the FNC are working in a combined strategy to obtain fresh resources from expected taxes to the mining and hydrocarbons industries. These resources used to be directed only to the regions and municipalities where the mining and hydrocarbons industries have projects in place. From 2012, part of these revenues will go to a regional development fund and to a science and technology innovation fund, these two funds will finance strategic projects in municipalities and regions where no exploration projects are been carrying out.</p> <p>The projects submitted for consideration of the national and regional authorities, will ensure the implementation and management of the policies and measures needed to maintain VUE site, approx. USD\$ 80 million.</p>
<p>6. Staffing training and development:</p> <p><i>What approaches and strategies have you developed and implemented to assure that the human resources are adequate to manage the World Heritage property?</i></p>	<p>The Federation research centre – CENICAFE, the local Extension Service, and the Manuel Mejia Foundation, (an educative institution of the Federation), can provide the technical assistance and expertise need to ensure knowledge transfer and educational programs directed to preserve and manage the Coffee Cultural Landscape –CCLC.</p> <p>The region's universities have developed research areas—in undergraduate and postgraduate degrees—into architectural and urban cultural heritage as an effort to consolidate the professional training of architects.</p>

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	<p>The Ministry of Culture, on the other hand, has promoted social appropriation of cultural heritage by encouraging voluntary social participation in activities involving study, recuperation, and socialization of cultural heritage in the <i>Programa de Vigías del Patrimonio Cultural</i> or Heritage Watchers Program and the promotion of civil participation through the Heritage Volunteer Network Program.</p> <p>The active participation of social groups in decision-making and implementation of State programs and projects related to community involvement and social appropriation is required for the effective conservation of cultural heritage. For this reason, ten years ago, the Ministry of Culture created the Heritage volunteer networks Program, through which children, youths and adults can unite for a common purpose: to identify, value, promote and enjoy our extensive and diverse cultural legacy.</p> <p>This program is a “participation strategy that aims to integrate communities interested in working towards the conservation of Cultural Heritage under a volunteer scheme throughout the country. The work is reflected in the different experiences of organized groups that have dedicated part of their time to recuperating, conserving, and keeping the memory and traditions alive, and recognizing the history.</p> <p>Participation in the program is open to interdisciplinary academic groups, indigenous communities, afro-Colombian communities, cultural administrators, housewives, historians, tour guides, teachers, librarians, children, pensioners, amongst others. It is made up of regional communication nodes and provides different scenarios for dialogue, strategy planning and exchange of experiences among groups, such as the National Program Coordinator Meetings, the Node Coordinator Meetings, and a virtual platform through internet. These instruments have shown visible and successful results throughout the country as a way to promote and exchange ideas on heritage management and protection through citizen participation.</p> <p>The Heritage volunteer networks’ lines of work are as follows:</p> <p>Knowledge and valuation of cultural heritage: includes, among other elements, projects</p>

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	<p>for the realization of preliminary lists,</p> <p>Identification of cultural heritage, and studies of the history of properties of cultural interest.</p> <p>Training and Divulcation Regarding Cultural Heritage: undertaking of creative projects aimed at making people conscious of the importance represented by the heritage.</p> <p>Conservation, protection, recuperation, and sustainability of the heritage: proposals aimed at the protection, conservation and enjoyment of the heritage.</p> <p>There are 20 Heritage volunteer network groups within the Coffee Cultural Landscape, totaling 233 people working on a variety of projects, including different aspects of Movable, Immoveable, tangible and intangible cultural heritage. The groups are coordinated by the departments, which, in turn, belong to the West Node of the Program. Similarly, it is important to highlight the existence of a “National Prize for Successful Experiences of the Heritage volunteer network Program”, which recognizes and diffuses the experiences of the groups.</p>
<p>7. Sustainable development:</p> <p><i>What are the effective mechanisms in place to ensure that resource use permitted in and around the World Heritage site is sustainable and does not impact negatively on OUV?</i></p>	<p>Any initiate or program implemented or operated by The Colombian Coffee Growers Federation has to complain with FNC sustainability standards. These standards are based on the expertise gained through more than eight decades of work and democratic participation of all coffee growers in Colombia.</p> <p>As reported previously, one of this effective mechanisms in place to ensure that resource use permitted in and around the World Heritage site is sustainable and does not impact negatively on OUV, is that all coffee crops renovation plans, sponsored by FNC, need to be established in varieties that are better adapted to climate change.</p> <p>Also, the FNC has developed a methodology to measure the incidence of coffee</p>

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	<p>production on water pollution and carbon foot print. With this instrument it is now adopting the necessary technical standards to draw base lines at farm level and start reducing coffee growing´s carbon footprint. This is complemented with reforestation and biodiversity conservation programs already in effect in the region, financed in part by the Global Environmental Facility of the World Bank. Finally, the FNC in association with the national government and international cooperation had implemented a project called “Huellas de Paz”, an initiative that aims to provide productive options and increase social capital in the region.</p>
<p>8. Education and interpretation programmes:</p> <p><i>How do the education, interpretation and awareness programmes you have developed and implemented significantly enhance the understanding of OUV of the site among stakeholders?</i></p>	<p>A successful management and maintenance of an OUV depends primarily on the educational and communicational direct to locals and visitors. With the tools previously described the FNC believes that most of the negative impact can be mitigated. However local regulation that is now been discussed by national and local authorities, will reinforce the educational strategy among its inhabitants.</p> <p>The FNC has designed and initiated implementation of an educational strategy, which uses all available communications tools that FNC has developed during years.</p> <p>This strategy consists in a combination of media tools such as:</p> <p>A weekly TV program called “<i>Las aventuras del professor Yarumo</i>”. This TV program has been on air since 1985 supporting all educational initiatives developed by the FNC.</p> <p>Local radio stations in rural areas, where the FNC provides short but valuable information to coffee growers, about events, projects, activities, prices, etc.</p> <p>Local newspapers owned by the Departmental Coffee Growers Committees, where major objectives, projects and events of the region are explained.</p> <p>The FNC in association with Fundación Manuel Mejía, the agricultural education centre, will develop a Coffee Cultural Landscape -CCLC e-learning course directed to tour</p>

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		<p>operators in the region.</p> <p>Finally in the Municipal and Departmental Coffee Committees the FNC will provide posters, flyers and different printed tools to inform and educate about CCLC.</p> <p>In addition local universities have developed a number of academic programs related to the different aspects of the CCLC, educating urban populations about its importance.</p>
9.	<p>Tourism and interpretation:</p> <p><i>What innovative plans have you designed and successfully implemented to ensure that visitor management does not negatively impact on the maintenance of the property's OUV?</i></p>	<p>Additional to this educational strategy, the FNC is developing e- learning courses directed to tour operators and agencies, accompanied by virtual trips that explain all the coffee experience from the farm to the cup.</p> <p>The Departmental Coffee Committee of Caldas is developing a regional visitor's centre where not only tourism information can be obtained, but also detailed information regarding the coffee business.</p>
Additional comments:		

Brief description/ summary of the best practice, including a statement on how it can be useful for other sites (max.600 words)

The CCLC area is a large area, involving a number of complexities and the need to develop consensus among several stakeholders, coffee growers being the most important inhabitants of the region. The Coffee Cultural Landscape -CCLC has taken advantage of an institutional network created for more than eight decades by the Colombian Coffee Growers Federation. This network provides public goods and services to the majority of coffee growers in Colombia and an ideal public private cooperation umbrella to make the CCLC a sustainable property.

This arrangement has created opportunities for social mobility, economic progress and democratic participation for more than 85.854 families of the world heritage site. Registered individuals participate in elections to nominate their representatives to the local and regional Coffee Growers Committees and the National Coffee Growers Congress. They also have access to research, development and knowledge transfer, product quality control, social investment in coffee-growing communities, brand and sales strategies to add value, purchase guarantee policy, soft loans and other financial services, among others.

Aligning the CCLC management plan to the FNC's strategic plan was the first consensus arrived at. A detailed management plan with well defined indicators of progress is yet another management strategy to measure the effectiveness of the initiatives undertaken. From then on a number of joint initiatives were able to be financed, ranging from renovating coffee trees to biodiversity conservation, and making possible to add additional resources and initiatives to the CCLC's initial management objectives.

This public private partnership is able to leverage resources from international and other national sources to accomplish its desired objectives. On the communications side, the partnership has also made possible the creation of a visual identity that reinforces the property's values, the ability to have coffee growers to actively participate in decisions on the regions priorities, aligning research and social initiatives to sustainability objectives. Radio and TV programs as well as printed materials and videos have also spread the CCLC value message of conservation and appreciation.

In addition, FNC's extensionists and Cultural Heritage Watchers are now vocal supporters of the program, making possible for the different initiatives to be supported and appreciated by local communities. Innovative e-learning courses to the tourism industry underline the OUVs of the property, to make sure that a consistent message is delivered to visitors and locals alike. In sum, a major undertaking has been launched that involves a strong institutionality, consultation and socialization processes, education and funding has been launched with outstanding results in a few years of operation.

Finally, please provide us, if possible, with up to ten images of the concerned World Heritage property that can be used free of rights in UNESCO publications (commercial and/or non-commercial), and on the UNESCO website. Please provide the name of the photographer and the caption along with the images (he/she will be credited for any use of the images).