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**Seminar on**

**Economics of Heritage**

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| **Date:** | 10 - 11 December 2012: Pune |
| **Venue:** | Pune: Le Méridien Pune, Raja Bahadur Mill Road, Pune, Maharashtra - 411 001 |

Tentative Programme

**Day 1**

**Opening Session**

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| 09:30 - 10:00 hrs | Registration |
| 10:00 - 10:05 hrs | Welcome by hosting city |
| 10:05 - 10:10 hrs | Opening address by UNESCO |
| 10:10 - 10:15 hrs | Introductory remarks by IHCN-F |
| 10:15 - 10:20 hrs | Vote of thanks by French Embassy |
| 10:20 - 10:30 hrs | Coffee break |
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**Session 1: Heritage Economics Studies: Where do we stand? In India and elsewhere?**

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| 10:30 - 11:00 hrs | **Chair:** Dr Shikha Jain,Trustee, Indian Heritage Cities Network FoundationAn Overview of Heritage Economics *Mr Hervé Passamar, Director, Agency for the Development and Promotion of Heritage, France* |
| 11:00 - 11:30 hrs | Assessing and Measuring Economic Values in Urban Conservation *Prof Christian Ost, ICHEC Brussels Management School, Belgium* |
| 11:30 - 12:00 hrs | Understanding Heritage as Cultural Commons *\*Pune Only**Mr Enrico Bertacchini, Assistant Professor, Department of Economics “Cognetti De Martiis” Univeristy of Torino* |
| 12:00 - 12:30 hrs | Discussion by the panel of experts and with the floor |

Session 1 provides an overview of theories on the economics of heritage, and how conservation decisions are shaped by different approaches of valuing heritage from Indian and international perspectives.

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| 12:30 - 14:00 hrs | Lunch Break  |

**Session 2: Monument, Site, Museum: Good Practices of Management of an Individual Heritage Institution**

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| 14:00 - 14:30 hrs | **Chair:** Mr Hervé Passamar, Director, Agency for the Development and Promotion of Heritage, France The Magical Inner Cities: A Road map to revive and elevate our inner cities*Mr Rajiv Patel, City Heritage Centre, Ahmadabad* |
| 14:30 - 15:00 hrs | The Example of Saqqara: Financial Tools to Improve Management Site *Ms Myriam Bakhoum, Financial Advisor, Egypt* |
| 15:00 - 15:30 hrs | Discussion by the panel of experts and with the floor |

India abounds in major heritage monuments, which often function as a stand-alone public attraction. In Europe, in addition to monuments, large scale museums also play an important role in generating income. Session 2 examines and provides case studies on the socio-economic impact of such individual monument and/or cultural institutions.

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| 15:30 - 15:45 hrs | Tea Break  |

**Session 3: Financial Mechanism: Integrated Heritage-Based Development**

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| 15:45 - 16:15 hrs | **Chair:** Prof Christian Ost, ICHEC Brussels Management School, BelgiumEconomics of Heritage-Based Development: The Kimaya Experience *Mr Kiran Kalamdani, Conservation Architect, Pune* |
| 16:15 - 16:45 hrs | Fostering Individual Giving to Cultural Heritage: Insights from pro-social behavior and Micro-donations*Mr Enrico Bertacchini, Assistant Professor, Department of Economics “Cognetti De Martiis” Univeristy of Torino* |
| 16:45 - 17:15 hrs | Discussion by the panel of experts and with the floor |

In implementing heritage conservation projects, public authorities need to find creative solution to ensure funding sources, as public subsidy alone would not suffice to support the cost of all the heritage conservation projects. Session 3 discusses various models of funding mechanism, and introduces possible funding sources as well as various policies and tools currently used in heritage-based development projects.

**Day 2**

**Session 4: Heritage for Development: Broader Impact of Heritage Assets, Brands, Image and Territorial Development**

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| 09:30 - 10:00 hrs | **Chair:** Ms Minja Yang, President and Professor, Raymond Lemaire International Centre for ConservationRational Business Models for Heritage Conservation *\*Pune Only* *Mr Sandeep Munjal, Associate Dean, School of Hospitality and Tourism Management, Institute for International Management & Technology (IIMT)* |
| 10:00 - 10:30 hrs | City as Tourism Asset: A Vision from Pondicherry *\*Pune Only* *Mr Ajit Koujalgi, Chief Architect, Indian National Trust for Art and Culture Heritage (INTACH), Pondicherry Chapter* |
| 10:30 - 11:00 hrs | France: Historic Cities, World Heritage - The Case of Nancy*Mr Denis Grandjean, Deputy Mayor, Nancy, France* |
| 11:00 - 11:30 hrs | Discussion by the panel of experts and with the floor |

A heritage site, be it a monument or a historical city, is expected to have a larger socio-economic impacts beyond its immediate vicinity, thus its contribution needs to be appropriately understood. Following the arguments made in previous sessions, Session 4 discusses the economic and social impacts of heritage conservation projects in a wider context. By using case studies, this session identifies the key factors in making appropriate policy decision regarding heritage conservation in the context of territorial development.

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| 11:30 - 11:45 hrs | Tea Break  |
| 11:45 - 12:15 hrs | Panel discussion with the Local Hosting Agency (Pune Municipal Corporation / MD, Karnataka Urban Infrastructure Development Finance Cooperation) |
| 12:15 - 12:45 hrs | General discussion with audience participation |
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**Contact Details**

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