Introduction into topic
– Set the theme for Regional Conference "Livability in WH cities"

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Livability

The concept *livability* could be used to describe the characteristics of urban environments that make them attractive as places to live.

It includes
- **tangible features** (built environments, public spaces, infrastructure, health and education services, clean air and water etc.)
- **intangible** (sense of place, well-established social networks, local identity, etc.).

Livability

Livability is strongly related to cultural heritage.

Livability of a place depends on a combination of social, environmental, economic and cultural attributes that combine to create a good quality of life and sense of local identity.

Livability is the sum of the factors that add up to a community's quality of life
- the built and natural environments,
- economic prosperity,
- social stability and equity,
- educational opportunity, and
- cultural, entertainment and recreation possibilities.

Urban Livability

Urban livability
communities that are
- safe,
- attractive,
- socially cohesive and inclusive,
- environmentally sustainable, and
- culturally diverse;

with affordable and diverse housing linked by convenient public transport, walking and cycling infrastructure to employment, education, public open space, local shops, health and community services, and leisure and cultural opportunities.

Safety

Safety covers several aspects of people's lives and activities in communities, such as **home, public areas, shopping complexes, and private and public organizations.**

Studies have emphasized the importance of the environmental aspect including land use and street pattern in respect of crime and safe, e.g.:
- Jane Jacobs' (1961) "**eyes on the street**" theory
- Oscar Newman's (1972) "**defensible space**" concept
- the establishment and development of natural surveillance ensures safe communities and increases the **satisfaction of residents** (Hedayati et al., 2012).

The livability can be increased in heritage areas through some effective actions that **promote safety, compatible land use distribution, friendly environmental design, and boost public participation** (Maghosoodi Tilaki, 2014).

Attractiveness

Livability attracts new residents as well as business investment.

Cultural initiatives and creative industries generate financial income for cities and positively influence problematic areas using renovation, sustainable planning, design and building.

There are many different ways to value an agglomeration's cultural heritage:
- the value that recreationists attach to heritage objects when these are the consumer's goal of day-trips (see e.g. Bedate et al. 2004; Apostolakis and Jaffry 2005; Kim et al. 2007; Tuan and Navrud 2008).
- naturally, the values of individual heritage sites differ, but Dziembowska and Funck (2000) conclude that heritage sites provide regions and agglomerations, with a strategy to develop economically.
- 'non-cultural' demand for cultural heritage, in which the heritage is the economic resource that stimulates the participation in other, non-cultural activities (Greffe 2004)
- attract visitors for trips when the cultural heritage is not the direct goal of the trip

Strategic positioning of World Heritage Cities as international centres for innovation and sustainable cultural tourism destinations.

Social Cohesion and Inclusiveness

Inclusion practices and recognition of cultural identities are important steps towards sustainable development of the city.

People are able to define themselves in society and more fully realize their aspirations when **respect for cultural diversity is guaranteed.**

Providing a **sense of belonging and of being part of a community**,

Fostering an environment
- conducive to **tolerance** and **mutual understanding and trust**,
- **diversity** is acknowledged and respected,
- **minorities** are included

Acting as a **common good** to be shared and protected.

UNESCO recommends **saving the cities' identities and cherishing the cultural heritage.**

Environmental Sustainability

Cultural heritage is a **non-renewable, irreplaceable resource** and a **common good**, but is frequently under threat from environmental challenges and climate change, disaster risks, neglect, decay and under-funding.

Mitigating the impacts of climate change and natural hazards on cultural heritage, by strengthening the resilience of sites and communities and promoting sustainable reconstruction models.

Energy efficiency strategies and solutions for the renovation of historic buildings, through insulation strategies and improved building energetic analysis

Preservation is by definition about **taking care of existing resources**

Cultural Diversity

Cultural Diversity is the existence of a variety of cultural groups within a society.

Diversity ensures that everybody can take part on their own terms.

Cultural diversity is important because our cities increasingly consist of various cultural, racial, and ethnic groups.

Cultural heritage is an excellent conduit for promoting social inclusion and supporting cultural diversity

Faro Convention

- human rights and democracy
- relationship to communities and society
- the meanings and uses that objects and
  places attach to heritage and the
  values they represent

Towards an integrated approach to cultural heritage

- intrinsic values
- economic values
- societal values

Quality of Life Indicators by EU

Material living conditions
Productive or main activity
Health
Education
Leisure and social interactions
Economic security and physical safety
Governance and basic rights
Natural and living environment
Overall experience of life