



United Nations  
Office for South-South Cooperation



unesco  
Centre  
Under the auspices  
of UNESCO



World Heritage Institute of Training and Research  
for the Asia and the Pacific Region  
under the Auspices of UNESCO



人类居住

# Heritage Conservation in Chinese Cities:

## Good practices and experiences in the context of South-South Cooperation



October 2024

Copyright © United Nations Office for South-South Cooperation, World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspices of UNESCO, and Human Settlements 2024  
ALL rights reserved

**United Nations Office for South-South Cooperation**

304 East 45th Street, FF 11th Floor  
New York, NY, 10017, USA

**World Heritage Institute of Training and Research for the Asia and the Pacific Region  
under the auspices of UNESCO**

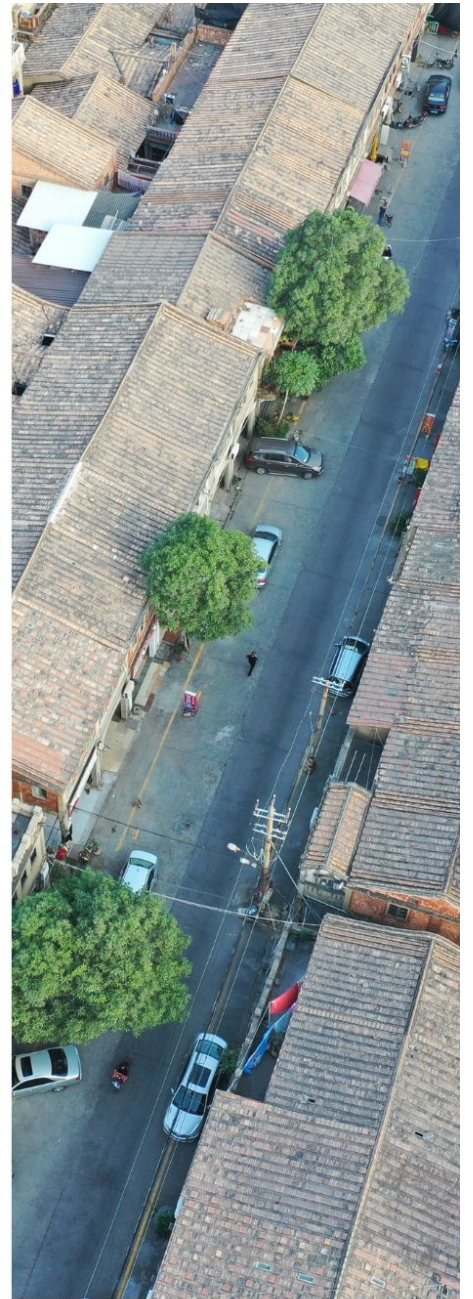
WHITRAP Secretariat, No. 1239 Siping Road, 3F Wen Yuan Building  
Shanghai, 200092, P.R. China

**Human Settlements Magazine**

No.9 Sanlihe Road, Haidian District  
Beijing, 100037, P.R. China

**Disclaimer:**

The views expressed in this publication are those of the authors and do not necessarily represent those of the United Nations, including UNDP, UNOSSC and WHITRAP, or United Nations member States. The designations employed and the presentation of materials on maps do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations, UNDP, UNOSSC or WHITRAP concerning the legal status of any country, territory, city or area or its authorities, or concerning the delimitation of its frontiers or boundaries.



### 盲人版画

“盲人版画”是指视障学生依托粉印版画的形式进行绘画表现，他们依靠触觉结合刻画工具在吹塑板上刻画线条，继而将颜料用滚筒涂在板上，最后转印在纸上。这种绘画方式没有任何门槛，可以让盲人快速地掌握绘画技能。盲人学生可以通过触摸吹塑板上留下的凹槽来欣赏或解读自己及他人的绘画表达。

作者：陈欣怡、高海楠、黄俊翔、熊语熙、杨林、郑欣宜、陈道、陈晓慧、金沙迪、黄婧轩、黄凯元、郑星怡、陈洁

杭州师范大学艺术游学研究院推荐



### 快看！这是西游记

良渚博物馆

# Table of Contents



**04** Introduction

**08** City Experiences and Practices

Beijing: Integrating Digital Heritage into Higher Education

**18** Gansu: Leyi Action for Voluntary Service and Youth Culture



**12**

Fujian: The Five-in-One Model for the Protection of Arcade Blocks

**27** Hubei: 4+5+N Mining and Metallurgy Industrial Heritage



**22** Gansu: The Nine-Coloured Deer Shadow Puppet Book



**32** Jiangsu: Huai'an Grand Canal Hundred Mile Gallery

**38** Jiangsu: Yellow Sea Wetland Heritage



**44** Jiangsu: Walking Gusu World Heritage Study Tour

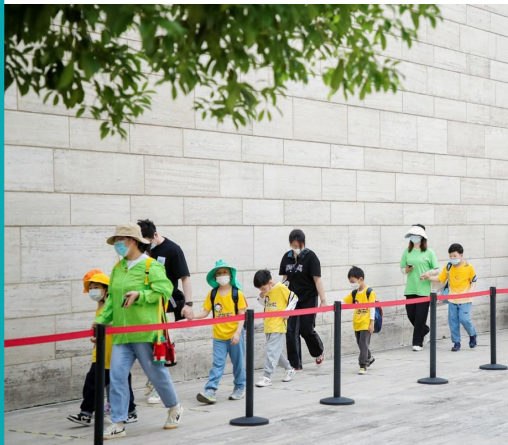
**48** Shanghai: Stories of Shanghai Architecture



**56** Zhejiang: A National Archaeological Academy at Anji Ancient City



**64** Zhejiang: Looking for the Light of Civilization in Liangzhu



**68** Zhejiang: West Lake Ambassadors

**72** Conclusions and Key Takeaways

# Introduction

The United Nations Office for South-South Cooperation (UNOSSC), hosted by UNDP since 1974, was established by the UN General Assembly with a mandate to advocate and coordinate South-South and triangular cooperation on a global and UN system-wide basis. UNOSSC receives policy directives and guidance from the General Assembly and through its subsidiary body, the High-level Committee on South-South Cooperation.

UNOSSC established a full-fledged global project with support from the Government of China to facilitate South-South and triangular cooperation at the city level. The project is entitled South-South and Triangular Cooperation among Maritime Continental Silk Road Cities for Sustainable Development (also commonly known as the Cities Project). The Cities Project builds networks to bring together cities, institutions and experts, and facilitates South-South and triangular cooperation and knowledge exchanges among cities. Thematic focuses include sustainable tourism, heritage preservation, cross-border



e-commerce, digital innovation, youth entrepreneurship, disaster risk reduction, public health, environmental protection and climate action, agriculture value chain, gender equality and public service.

Heritage supports environmental quality, livelihoods, economic growth, social cohesion, equality, and inclusiveness. It lies at the centre of sustainable human development. In 2021, the Cities Project launched the South-South Cities Cluster on Sustainable Tourism, Heritage Protection & Creative Economy. This is an online Community of Practice for sharing knowledge and experience, promoting horizontal cooperation among developing cities in the global south, and connecting local practitioners with UN specialized agencies and institutions.

In partnership with UNESCO in 2023, the Cities Project released the report *Experiences and Practices on Inclusive Sustainable Tourism in Cities and Localities in the Context of South-South and Triangular Cooperation*, highlighting multiple cases of heritage protection, particularly from

Mexico and China.

In this context, together with the World Heritage Institute of Training and Research for Asia and the Pacific Region (WHITRAP) under the auspices of UNESCO and Human Settlements (a journal co-sponsored by the Ministry of Housing and Urban-Rural Development of China and UN-Habitat), the Cities Project is now presenting the report *Heritage Conservation in Chinese Cities: Good Practices and Experiences in the Context of South-South Cooperation*. This report presents 12 Chinese local examples of creative heritage education and conservation, introduces replicable solutions and innovative approaches that can be easily applied in other contexts, and fosters potential partnerships among developing countries to promote sustainable heritage protection and conservation.



## SELECTION CRITERIA

Examples of experiences in heritage conservation in the context of South-South cooperation should meet the following criteria:

- **Embracing science and technology:** Innovatively use modern or traditional science and technology to advance heritage education concepts, methods, and approaches, so that heritage values can be better explored, understood, and shared.
- **Inspiring creativity:** Harness the power of creativity to explore new concepts and methods in line with local conditions and expand or strengthen the multi-dimensional interaction between people and heritage.
- **Empowering development:** Unlock the multi-dimensional potential of local innovative development and empower the sustainable economic, social, and cultural development of heritage sites.
- **Social inclusion:** Support innovations that promote interaction and integration among communities and groups as well as inclusive social development.
- **Transboundary cooperation:** Through the innovation of multilateral cooperation mechanisms and models, actively explore synergistic transboundary cooperation and development approaches that are trans-regional and multi-disciplinary, involving multiple stakeholders.

The report details three components of the cities' practices and experiences: volunteerism, multi-stakeholder engagement, and youth.

Volunteerism fosters civilization, drives social progress, and improves social harmony. Six



cases in this report mobilize volunteers to implement their projects. A typical example is 4+5+N: Mining and Metallurgy Industrial Heritage Protection Volunteer Service Model, in which volunteers from schools and the public are mobilized and organized to disseminate and explain the universal value of mining and metallurgy industrial heritage, ultimately, learning, creating, and contributing to their community.

Multi-stakeholder participation in heritage conservation requires partners to collaborate in an inclusive decision-making environment for a shared future. Eight cases in this report engage with multiple stakeholders to leverage resources, including administration, management, expertise, financing, and operation. For example, in Stories of Shanghai Architecture, “an alliance of over 60 organizations – including building owners, construction enterprises, cultural, business and tourism-related enterprises, scientific research institutions, cultural institutions and museums, social organizations, and new media platforms – has been established, to jointly



promote the project’s innovative development.” The project successfully evokes public emotional resonances via cultural means, encouraging participation in preserving and inheriting urban heritage.

In a video message to launch the 2023 Progress Report on Youth, Mr. Antonio Guterres, Secretary-General of the United Nations, said he continues to be inspired by young people’s ideas and energy. “You give me hope that we can put the world back on track towards achieving the Sustainable Development Goals.”<sup>1</sup>

This report presents ten cases that engage youth participation in historical learning, sharing conservation knowledge, and replicating heritage values at home and abroad. One case is A Four-in-One Digital Memory Talent Training Initiative of “Platform-Research-Teaching-Practice”. In this project, students from Renmin University select a specific cultural heritage site under the cultural framework of “Beijing Memory”, gather cultural

heritage resources, and build websites. This approach has encouraged and supported students to incubate innovative cultural heritage initiatives and apply what they have learned in preservation, development, and transmission in a broader context.

For South-South and triangular cooperation, as for all developing countries, fostering individual and collective self-reliance is crucial. This is done by enhancing creative capacity through knowledge sharing and exchanging experiences to identify and analyse development issues and formulate solutions by utilizing local resources to address challenges.

South-South cooperation is not a substitute for, but rather a complement to, North-South cooperation.<sup>2</sup>

As a whole, developing countries share many things in common, including heritage conservation. The parallel experience of heritage conservation in one developing country is meaningful to others because of their similar historical backgrounds. The successful development solutions or lessons learned in one developing country are practical references for the others.

This report aims to inspire cities of the Global South to find ideas and solutions for sustainable heritage conservation through city-to-city cooperation. The practices in this report find value in engaging multiple stakeholders to identify and mobilize local resources, including volunteer labour power and financial resources and materials. Heritage conservation can only be sustainable by engaging youth and local volunteer groups, who bring creativity and vitality to heritage protection.

1. [Guterres launches latest report on youth participation at the UN | UN News](#)

2. [About South-South and Triangular Cooperation – UNOSSC \(unsouthsouth.org\)](#)

# City Experiences and Practices

## Beijing, China

### *Integrating Digital Heritage into Higher Education: A Four-in-One Digital Memory Talent Training Initiative "Platform-Research-Teaching-Practice"*

- **Where?** Beijing, China
- **Who?** The School of Information Resource Management of Renmin University of China
- **What?** The Four-in-One Digital Memory Talent Training Initiative of "Platform-Research-Teaching-Practice"
- **When?** Since 2013, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG4, SDG9, SDG11



1. Digital Memory Class

platform development, research, teaching and practice to address challenges in preserving and transmitting cultural heritage across generations. Challenges such as cultural loss due to globalization, lack of interest among younger generations and a lack of talented individuals capable of effectively preserving and transmitting cultural heritage are being tackled by this initiative. The Beijing Memory Digital Platform was built to reproduce, protect and disseminate Beijing's historical and cultural heritage using digital technology tools.

## CONTEXT AND CHALLENGES

In 2013, Renmin University of China's School of Information Resource Management launched the innovative "Four-in-One Digital Memory Talent Training Initiative". This initiative integrates

## PROJECT AND STRATEGIES

The Four-in-One Initiative uniquely combines platform construction, research, teaching and practical application. It offers students a comprehensive, interdisciplinary education in



2 Field Study in Gaoqian Village

cultural heritage preservation and promotion. The initiative team is comprised of experts from different schools and disciplines at Renmin University of China, including Information Resource Management, History, Computer Science and Technology, Art, Journalism and Communications. Students from different colleges and majors attend classes, participate in projects and master skills in cultural heritage digital protection, representation and dissemination.

The Four-in-One Initiative offers a course titled the Theory and Methods of Digital Memory Construction to teach relevant knowledge and techniques. It provides funding and training for students to develop their own cultural heritage digitization initiatives and showcase their findings at international conferences. Through these efforts, the initiative is promoting the preservation and transmission of cultural heritage and contributing to the Sustainable Development Goals (SDGs), including SDG 4 (Quality Education), SDG 9 (Industry,

Innovation and Infrastructure), and SDG 11 (Sustainable Cities and Communities).

The Four-in-One Initiative is participatory and involves various partners, including experts, students, cultural heritage institutions and the public. Experts from different schools and disciplines lead initiatives, give lectures, guide students and further develop the knowledge base of their respective fields. Students attend classes, participate in or host initiatives and master the skills of digital protection, representation and dissemination of cultural

heritage. The Cultural Heritage Bureau, archival institutions, cultural heritage institutions and digital development companies have all participated in developing the Beijing Memory Digital Platform. While engaging in and disseminating Beijing culture, the public contributes digital resources to the Beijing Memory interactive website.



3 Research Team Meeting



### 专题列表

查看专题网络

全 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- |          |        |          |        |
|----------|--------|----------|--------|
| 双奥之城     | 北京说唱艺术 | 北京孔庙     | 燕南园    |
| 老舍       | 北京城门   | 皇家出版社武英殿 | 北京门墩   |
| 京张铁路     | 冰嬉大典   | 北京童谣     | 西山八大水院 |
| 清陆军部衙署旧址 | 爨底下村   | 北京饮食文化   | 北京老行当  |
| 京剧脸谱     | 史家胡同   | 北京抗战     | 楹联之美   |
| 槐映四九城    | 钱市胡同   | 京城大运河    |        |

### 精彩推荐

更多推荐



走进人大老校区



故宫里的出版社



歪果仁在北京



清朝的冬季奥运会



北京城里的那些寺庙道观

**My Peking Memory**  
北京+您=北京记忆

我有酒,你有故事吗?  
北京城里时时刻刻都在发生着故事,  
你经历过的,  
和你未曾经历过的,  
都值得铭记。  
您的记忆贡献至关重要!

添加我的北京记忆

**北京记忆 数字资源库**

搜索专题关键词 搜索

293 文章  
64 图片  
19 视频  
16 音频

关于我们 项目动态 版权责任 隐私条款  
联系邮箱 | pekingmemory@163.com  
联系地址 | 北京市海淀区中关村大街59号中国人民大学信息楼219办公室 邮编 | 100872

©copyright 中国人民大学数字人文研究院. 人文北京研究中心. All rights reserved. | 京ICP备12035694号-7  
本网站受到中国人民大学“双一流”跨学科重大创新规划平台——数字记忆跨学科交叉平台支持

返回顶部

5.

## RESULTS AND LESSONS LEARNED

The Four-in-One Initiative has achieved several significant outcomes, including building a high-standard digital heritage platform, producing multi-dimensional digital cultural heritage products, developing a series of high-quality courses and fostering digital cultural heritage talent.

The Four-in-One Initiative creates a new educational format that enables students to learn about Beijing's cultural heritage resources and actively explore the preservation, development and transmission methods of Beijing's historical and cultural heritage. Students master the

methods, theories and tools of digital memory and research on cultural heritage topics while conducting in-depth field work on cultural heritage sites. Using the Beijing Memory Digital Platform, they can select a specific aspect of cultural heritage under the Beijing Memory cultural framework, collect cultural heritage resources and build websites. The initiative has effectively encouraged and supported students to incubate innovative cultural heritage projects and apply what they have learned in the Four-in-One Initiative to preserve, develop and transmit cultural heritage in a broader context.

## REPLICABILITY

The Four-in-One Initiative provides an example of a systematic digital cultural heritage curriculum development scheme

that can be transferred and replicated in other countries, especially those facing similar challenges in preserving and promoting their cultural heritage. The initiative has created several courses that can be exemplary in promoting the development of digital cultural heritage education, including Theory and Methods of Digital Memory Construction, Introduction to Digital Humanities, Digital Cultural Heritage, and Digital Organization of Resources. By sharing this experience and knowledge, other countries can learn from the Four-in-One Initiative's success and develop their own digital cultural heritage initiatives.



1. Surveying and mapping of ancient building

- **Where?** Fujian Province, China
- **Who?** Urban and Rural Cultural Heritage Research Center of East China University of Science and Technology, Shanghai, China
- **What?** The Protection and Activation Path of Cultural Relics and Arcade Blocks in Minnan Town
- **When?** September 2020 - September 2021
- **Which Sustainable Development Goals (SDGs)?** SDG11

## CONTEXT AND CHALLENGES

Guanqiao, an ancient town in southern Fujian, boasts a long history and rich cultural heritage. In 2012, Qianjin Street and Lixin Street in Guanqiao Town were designated as immovable cultural relics.<sup>3</sup>The total length of Guanqiao Qianjin Street and Lixin Street is about 1000

<sup>3</sup>The term “cultural relic” is primarily used in China and refers to tangible and intangible cultural heritage. Immovable cultural relics refer to significant cultural and historic sites that are fixed in place and cannot be moved.

meters, with over 240 preserved cultural relics and arcaded buildings. It is one of the few existing ancient street areas in the Quanzhou area that has maintained its buildings, a large number of which are rich in Minnan built environment characteristics and overseas Chinese history.

The protection and revitalization of cultural relics

and arcaded city blocks<sup>4</sup> in Minnan urban areas in Guanqiao face three significant challenges. First, some cultural relics and buildings have been demolished. Residents who were impacted were dissatisfied and appealed to the Cultural Relics Department. The demolition work was immediately stopped and is now in a state of stagnation. Second, the three southern towns represented administratively by Guanqiao Town are the most active areas in the Nan'an county economy. Lixin Qianjin Street is the core historical area of Guanqiao Town, with huge economic pressure on its land and urgent demand for urban development. This requires good planning and addressing areas of potential conflict before they arise. Third, there are many problems in the Lixin Qianjin District, such as dangerous buildings, fire hazards, dirty and disorderly environments as well as lack of facilities, all of which urgently need to be improved.

## PROJECT AND STRATEGIES

The Urban and Rural Cultural Heritage Research Centre (HRC) at the East China University of Science and Technology is committed to protecting historical and cultural heritage in southern Fujian and maintaining the systematic value of urban cultural relic arcade blocks. Its purpose is to better realize the integrity of heritage protection and uses the “Five-in-One Protection and Revitalization Path” as a way to implement sustainable development in heritage protection. The model is replicable and can be adopted for the preservation of arcade blocks in other towns in the future. The Five-in-One model is comprised of the following.

4. Streets and blocks of buildings with continuous covered walkways that provide shelter from the elements are typical of Minnan vernacular architecture and are referred to in the rest of the case study as “arcade blocks”.



2 Surveying and Mapping of Ancient Building Sites

### One core spatial concept

HRC collaborates with local government departments, historical and cultural research professionals, chorography editing teams and local elites and experts. Through multiple rounds of planning, experimentation and practice, this project has gradually established the priorities of the historical and cultural community, including overall protection, defining ancient roads and towns, and fostering co-prosperity between streets and towns or districts. This aims to emphasize not only the comprehensive protection of buildings and historical elements but also of streetscapes. The systematic protection of traditional street and alley patterns is approached from the perspectives of interface and space, with particular emphasis on proposing zoning protection and revitalization measures for the Hengjie area, Lixin area and Qianjin area, which represent the cultural expression of various periods. This forms a comprehensive protection and revitalization framework comprising core nodes, historical corridors and evolving areas.

### One value list

HRC integrates various technical resources and constructs a joint research platform across the

five major disciplines of Architecture, Sociology, Management, History, and Economics, to provide cross-integrated value analysis.

**Architecture:** Focuses on artistic value and historical development through research on the architectural style, structural characteristics, spatial layout and other aspects of arcade blocks.

**Sociology:** Investigates and observes relevant social groups, analysing their understanding, attitudes and behaviour towards cultural relics and arcade blocks, and explores the value of crowds and social organizations in social life.

**Management:** Analyses management mechanisms, policy measures and resource allocation through research on the organization, planning, implementation and evaluation of protection and revitalization work. It summarizes the value of policies and management resources.

**History:** Studies the biographies and historical and cultural evolution of arcade blocks to restore their historical background and cultural meaning, providing an historical basis and cultural context for value analysis.

**Economics:** Analyses economic value and development potential by researching relevant economic data, market demand, tourism resources and other aspects and proposes corresponding economic evaluation and benefit analysis.

By establishing an analytic system, the unique value of old arcade streets can be further explored, laying a solid foundation for the subsequent protection and activation mechanisms and plans.

### One governance mechanism

HRC proposes establishing a mechanism for protecting arcade blocks that includes institutional governance, technical support and public participation. Recommendations include



3. Professor Zhang Jie, the head of HRC, Communicating with Local Government Leaders in Guanqiao Town



4. Current Status of Protection and Activation

establishing a Block Protection Management Committee and improving the review, supervision and approval system for block construction projects based on the creation of historical building information systems. By utilizing line-of-sight analysis technology and visual corridor simulation tools, the research team has been able to establish a reasonable scientific height requirement based on a dynamic comparison of multiple views to meet the needs of construction management.

Involving stakeholders is critical to be able to

continuously deepen the impact assessment of protection for cultural relics in various projects and promote the improvement of coordinated plans for their safety and design. Public participation should be encouraged to gather feedback from community residents, local governments, construction units, overseas Chinese and community planners. This helps to dynamically address the conflicts between urban development and heritage protection. In the implementation of this project, the effective operation of this mechanism has resulted in the orderly development of the eminent domain for the development of the Lixin and Qianjin blocks. Livelihood projects, such as the reconstruction of municipal roads in Hengjie and the reconstruction and expansion of Guanqiao Central Primary School, have also entered the construction stage, providing a sustainable path to address the contradiction between urban renewal and the protection of cultural relics.

### One action plan

HRC provides the relevant authorities and citizens of arcade blocks with systematic protection and revitalization guidelines, including renovation of buildings along the street, guidance on the repair of key buildings, and micro-updates on the quality of the community living environment. The project conducted an evaluation of the preservation of over 240 building facades, divided into four categories: cultural relics, traditional buildings, general buildings, and newly built buildings. It proposed corresponding protection and renovation measures, explored various methods for protecting historical landscapes, and provided suggestions for revitalization and utilization based on actual development needs. It also sorted out 124 components for facade renovation of buildings along the street, providing a reference for updating proposed protection and repair plans for 38 key buildings. These components range from daily maintenance and protective reinforcement to component repair and replacement.

A micro update design scheme for the quality of the community living environment was proposed for eight primary nodes and multiple secondary nodes. With the help of research on current problems and residents' needs, functional optimization analysis was carried out, and key

remediation intentions were elaborated and evaluated in terms of effectiveness. In addition to HRC's official WeChat public account, these activities have also been covered by official media such as the Quanzhou Daily, the Human Settlement Magazine and Urban Planning Magazine, which have produced positive social impacts.

### One set of feedback mechanisms

HRC has established a systematic feedback mechanism encompassing five aspects—information, evaluation, communication, supervision, and experience summary—to ensure the smooth progress and continuous improvement of protection and revitalization efforts.

**Information feedback:** Involves establishing a mechanism for the collection, organization and transmission of information. The participation of relevant departments, experts, community residents and other parties ensures timely access to information on the protection and revitalization of cultural heritage arcade blocks, including issues, needs and opinions.

**Evaluation feedback:** Refers to the regular assessments and physical evaluation of the protection and revitalization of cultural relics in arcade blocks, including evaluating effectiveness, identifying problems and suggesting improvement measures, as well as conducting public satisfaction surveys, in order to obtain relevant feedback.

**Communication feedback:** Refers to establishing communication channels with relevant stakeholders, Communication feedback: community residents, etc. by holding symposiums, community meetings and other forums to listen to the opinions and suggestions of all parties, resolve issues in a timely manner and improve work.

**Supervisory feedback:** Refers to the establishment of an oversight mechanism to ensure the compliance and effectiveness of relevant work through the supervision of relevant departments and community residents.

**Experience summary feedback:** Refers to timely summarizing and sharing of successful experiences and lessons learned from the protection and revitalization of cultural relics in arcade blocks, providing a reference for similar work.



5. Aerial view of arcaded buildings

By establishing and operating these feedback mechanisms, the project will continuously improve the protection and revitalization of cultural heritage arcade blocks, enhancing work efficiency and quality.

## RESULTS AND LESSONS LEARNED

### Achievements and Experiences:

From the perspective of integrity, the project believes that the conservation and revitalization of cultural relic arcade blocks requires the cohesion of multiple elements, the hierarchy of the historical space to be viewed systematically and for there to be dialogue on the coordination

of multiple subjects. Protecting and updating old neighbourhoods from a holistic perspective is an important foundation for urban renewal and is also an inexhaustible driving force for supporting the sustainable development of the towns in which they are located.

### Innovation and Service:

HRC has made many innovative contributions in protecting and activating cultural relics and arcade blocks in Minnan urban areas including adopting the Five-in-One Protection and Revitalization Path organized around the concepts of core space, value, governance, action, and feedback. In terms of the core spatial concept, the project emphasizes understanding the cultural

background of ancient roads, streets, and towns and how they flourish together, establishing comprehensive protection from street to district and forming a comprehensive protection and revitalization framework composed of core nodes, historical corridors and evolving areas.

In terms of value research, the project focuses on exploring the characteristics of the legacy of the Republic of China and the integration of China and the West. It incorporates perspectives from the five major disciplines of Architecture, Sociology, Management, History and Economics to construct a comprehensive value system.

In terms of neighbourhood governance, the project takes protection as its bottom line. The goal is to establish a governance mechanism for arcade neighbourhoods that combines institutional governance, technical support and public participation, and to promote the formation of a flexible coordination model capable of functioning in static or dynamic contexts.

It relies on a systematic protection and revitalization guidance system for the renovation of street buildings, guidance on the repair of key structures and micro-updates to enhance the community living environment. This approach results in a practical guidance document that supports moving from knowledge to action.

In terms of system feedback, the project supports the creation and management of structured and dynamic implementation mechanisms. It establishes feedback mechanisms and implementation paths, including information collection, cultural relic evaluation, communication channels, supervision mechanisms and experience summaries, and optimizes the implementation strategy and management assurance system.

### **Public participation and sustainability:**

In order to further enhance the sustainability of heritage protection and revitalization, HRC proposed the establishment of a new council for cultural relic arcade blocks. The council will include eight senior members who have gained the trust of the masses and are willing to contribute to heritage preservation. Additionally, capable

individuals and representatives of large households will be democratically elected by the household head assembly or village representative assembly to sit on the council. At the same time, multiple measures have been taken to attract more young people and local entrepreneurs to join the council. These efforts aim to foster the formation of autonomous institutions characterized by diverse membership, strong vitality and significant bargaining power.

Throughout the entire cycle of neighbourhood construction projects, it is crucial to strengthen the consultative role and sense of belonging in the new council. This can be achieved by emphasizing the active participation of stakeholders through various mechanisms such as symposiums, accompanying surveys, discussions, post-meeting feedback, on-site inspections and compliance with established conditions. Moreover, the council should fully exercise the administrative, financial and oversight power entrusted by the majority of residents while remaining accountable to the Villagers' Committee, Residents' Committee, and the community at large.

## **REPLICABILITY**

The Five-in-One Protection and Activation Path for cultural relics and arcade blocks in Minnan towns is an open technical system characterized by strong practical operations and synchronous implementation. This system is not only easily achievable and promising for widespread promotion and application, but is also highly versatile. The Five-in-One model can not only be used for the protection and activation of arcade streets in Xiamen, Zhangzhou, and Quanzhou but also in other towns along the southeast coast and in Taiwan as well as for cities and towns in Southeast Asia with rich arcade architecture, balancing heritage protection and rapid urban development and transformation.

# Gansu Province, China

## *Leyi Action: Voluntary Service and the Cultivation of Youth Culture for Sustainable Tourism along the Silk Road*

- **Where?** Gansu Province, China
- **Who?** NGO Culkor of Lanzhou University, supported by Lanzhou University, Dunhuang Academy and Rende Foundation
- **What?** Voluntary Service for Sustainable Tourism of Silk Road Heritage and Youth Culture Cultivation
- **When?** Since 2015, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG4, SDG11



1. The Leyi Action team participated in an internship at the Beishiku Cave Temple, assisting the conservator with recording patrols in 2022

## CONTEXT AND CHALLENGES

To enhance high-quality tourism publicity, it is essential to support heritage sites in carrying out educational activities for tourists, young people and surrounding communities. Currently, 77% of China's cultural heritage sites are overwhelmed



with tourists and lack educational services. The Leyi Action, launched in 2015 with the goal of promoting world heritage conservation and sustainable tourism on the Silk Road, has engaged volunteers from 12 universities to work with six World Heritage scenic spots, 11 primary and secondary schools and surrounding communities, reaching nearly three million tourists. As well, it has created a world heritage sustainable tourism volunteer service model that integrates scenic spot services, community impact, youth education and in-depth research, providing a model for tourism development at world heritage sites.

## PROJECT AND STRATEGIES

The Leyi Action aims to change tourism services at traditional culture scenic spots, especially bolstering the value of world heritage landscapes as cherished legacies. The project explores concepts of surrounding community influence and linked community participation, providing a model for tourism and development efforts at World Heritage sites. It can especially inspire educational services and community service at other heritage sites.

Through volunteering, the Leyi Action links World Heritage sites with visitors, schools, neighbouring communities and stakeholders, promoting education to foster a sense of connection towards world heritage among visitors, residents and youth. This demonstrates the effectiveness of a participatory model for world heritage education. Visitors and residents of the surrounding communities also become an ongoing collaborative force in further promoting and conserving world heritage through community participation, visitor donations and membership support.

The Leyi Action is particularly innovative and



2 The Leyi Action team volunteered at Singing Sand and New Moon Pool in 2021

competitive in cultural heritage education, championing the concept of “Transfer, Share and Protect”. This is accomplished through innovative ideas, forms and methods, including the introduction of new forms of digital collections and virtual reality experiences to enhance the educational and experiential functions of cultural heritage tourism sites. With a focus on sustainable tourism volunteering at heritage sites, the project promotes the Transfer, Share and Protect concept to broaden and deepen tourism services and heritage education. It advocates for heritage education with multi-subject participation, adopting an interactive and immersive approach. The project also introduces new practices, such as digital collections and virtual reality, to increase the educational and experiential functions of cultural heritage tourism sites.

## RESULTS AND LESSONS LEARNED

To date, the Leyi Action has provided 5,500 hours of volunteer service to 2.61 million tourists, transforming them from tourists into active participants in sharing and protecting heritage.

Twelve sustainable tourism service tools were recognized and promoted for use in other heritage sites. The average annual income of more than 2,000 local residents was raised by 10,000 yuan.

Thirty-nine events for surrounding communities and 118 heritage education activities for young students that benefitted six surrounding communities and 15 schools have also taken place under the action. At present, the volunteer

team of the Leyi Action is mainly composed of college students. Its sustainability and professionalism still need to be improved. As well, the Leyi Action's current activities are still concentrated in the western region and need to connect with partners in other regions to promote pilot projects nationwide and globally, fostering cooperation to build a cloud-based archive of heritage education materials. This will help realize a broader and more effective vision of heritage education for young people.

## REPLICABILITY

The Leyi Action has developed a two-way working model that provides customized education programmes for representative world heritage scenic spots through community engagement. This model shifts from traditional guided tour services to training on-site residents of heritage sites to engage as stakeholders. This model especially fits the value and concept of world heritage landscapes. The project explores the concepts of surrounding community influence and linked community participation to provide a demonstration programme for tourism and development efforts at World Heritage sites. It especially can inspire educational and community services in other heritage sites. In order to ensure replicability, the Leyi Action is currently promoting standardized educational tools in



3. The Leyi Action team in front of the nine-storied Mogao Cave in 2018



4. The Leyi Action team volunteered at the ruins of the Suoyang City, carried out Green Dunhuang activities to learn about wind and sand control and to protect the heritage in 2021

three major categories: traditional villages, Great Wall sites, and grottoes and carvings. On-the-ground implementation links World Heritage scenic spots with tourists, primary and secondary schools, neighbouring communities and stakeholders. It also collects feedback from stakeholders to continuously update the heritage education program.

# Gansu Province, China

## *Dunhuang at your Fingertips: The Nine-Coloured Deer Shadow Puppet Book*

- **Where?** Gansu Province, China
- **Who?** Dunhuang Academy
- **What?** Paper Shadow Art Book of Nine-colored Deer Classical Mural Story
- **When?** Since July 2019, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG4, SDG12



1. Performing the *Nine-Coloured Deer* shadow

## CONTEXT AND CHALLENGES

The Nine-Coloured Deer is a renowned painting in the Mogao Grottoes. Unlike many of the Buddhist murals which depict esoteric Buddhist philosophy or the solemnity of the Buddhist Pure Land, the story depicted in the Nine-Coloured Deer emphasizes the very simple values of rewarding good and punishing evil. The story resembles a folk legend, making it more relatable for young people. This project aims to paint stories with a fairytale-like quality, presenting them in a lively and engaging manner to attract young

people's interest in hands-on experiences. After a period of experimentation and exploration, the project decided to focus on shadow play, a traditional Chinese performing art, believing it can address the problems and challenges mentioned above.

To ensure high-quality artistry, a famous Chinese illustrator who won first place at the 2022 International Golden Pinwheel Young Illustrators competition was invited to design the characters and animal images from the story in the form of shadow puppets which young people then use to act out the story. The shadow puppets are a successful attempt to make the Dunhuang murals move. Young people can immerse themselves in the story by taking on roles, allowing them to understand the multiple values of this famous painting in an enjoyable and engaging way.



2. Performing the *Nine-Coloured Deer shadow*

## PROJECT AND STRATEGIES

The workshop design for Dunhuang at your Fingertips: The Nine-Coloured Deer Shadow Puppet Book included the following:

### 1. Reflecting on spiritual, moral, cultural and artistic values

The concept and design of the characters in Dunhuang at your Fingertips: The Nine-Coloured Deer Shadow Puppet Book are based on a comprehensive exploration of the spiritual, moral, cultural and artistic values embodied in the story of the ancient Nine-Coloured Deer mural. The project invited an internationally renowned award-winning children's illustrator to design characters in the form of shadow puppets based on the Nine-Coloured Deer mural. Special paper was used in place of traditional shadow puppet materials, reducing production time and difficulty making it easy for eight to twelve-

year-olds to participate in the creation process.

## 2. The cross-domain integration of intangible cultural heritage transmission techniques

Specially invited intangible cultural heritage shadow puppet performers serve as course consultants. They teach and demonstrate the technical characteristics and cultural relevance of shadow puppet production and performance. They also guide young people who participate to gain experience and skills in stage performance.

## 3. Innovative design ideas

Inspired by the ancient scriptures unearthed in the Library Cave of Dunhuang, the illustrator designed *Dunhuang at your Fingertips: The Nine-Coloured Deer Shadow Puppet Book*. The workshop that uses this material aims to revive ancient stories and traditional memories and convey them to young people. This approach helps children learn gratitude, confidence and kindness, finding dignity and self-confidence through history, culture and classic stories.

The *Dunhuang at your Fingertips: The Nine-Coloured Deer Shadow Puppet Book* workshop aims to serve the public. As a public cultural research institution, the primary purpose of the Dunhuang Academy's social education



3. Pictures and stone rubbings of the story of the *Nine-coloured Deer*

programming is to promote the public interest in historical culture. Social education programming includes the following:

## 4. Collaborating with museums and art galleries

To promote Dunhuang art culture, the project works with important domestic art galleries and museums to hold social education forums and public education courses. Through the in-depth exploration of Dunhuang's cultural and artistic value, the museum's public education curriculum has been transformed, and many initiatives of benefit to the public have been carried out, promoting social and cultural self-confidence.



### 5. Using international exhibitions of Dunhuang culture and art

Through a series of domestic and foreign Dunhuang art exhibitions and education activities, the cultural, artistic and spiritual value of the World Heritage site is being shared with more participating museums and with the public, primarily targeting teenage students.

### 6. Museum-school cooperation and community collaborations

The project aims to fulfill the museum's role as a public cultural research institution, linking the museum curriculum to school campuses for

promotion, strengthen the understanding of Dunhuang art in schools, enrich off-campus learning experiences, and transform the museum into a true “second classroom” for students.

### 7. Collaborating with research institutes

As a World Heritage site, the Mogao Grottoes attract an increasing number of tourists each year. At present, there are numerous research institutions in China and representatives often express interest in Dunhuang cultural-themed experience courses for teenagers after participating in research visits to Dunhuang. The museum collaborates with various local research institutions to offer a variety of professional education courses to meet the needs of Dunhuang research groups.

## RESULTS AND LESSONS LEARNED

The project's main shortcoming is that since the start of 2019, due to the impact of COVID-19, there have not been enough events, making it difficult to collect sufficient data for effective evaluation. However, audience feedback indicates that this project is highly attractive to primary school students because of the opportunity to participate in every aspect of the experience, from design to production to performance, fostering a strong sense of inclusion. The popularity of the Dunhuang Grottoes and the widespread recognition of the story of the Nine-Coloured Deer in China make the project easy to promote. By integrating it with the traditional

performing art of shadow play, this project not only maintains cultural relevance but also captivates and engages young people. In addition, the project has low implementation costs, safe materials, is easy to transport, is easily adaptable to different locations and easy to replicate.

## REPLICABILITY

This project can be reused, is easily operable and transferable and can be disseminated repeatedly in the form of courseware and material packages for full replication. With the development of standard courseware and material packages in later stages of this project, course replication will only require that the teachers it is shared with can access performance space.



4. Setting up the stage for the performance of the *Nine-coloured Deer*



5. Pictures and stone rubbings of the story of the *Nine-coloured Deer*



1. University student volunteers

## Hubei Province, China

### 4+5+N: Mining and Metallurgy Industrial Heritage Protection Volunteer Service Model

- **Where?** Hubei Province, China
- **Who?** The Yanguichao Tourism Volunteer Service Team of Hubei Normal University and the Huangshi Cultural Heritage Protection Center (the "Joint Team"), Hubei Province, China
- **What?** Mining and Metallurgy Industrial Heritage Protection Volunteer Service
- **When?** Since 2013, ongoing.
- **Which Sustainable Development Goals (SDGs) are involved?** SDG4, SDG11

### CONTEXT AND CHALLENGES

Huangshi's mining and metallurgical industrial heritage mainly consists of the Tonglūshan ancient copper mine site (named in the second batch of National Key Cultural Relic Protection Units), the Hanyeping coal and iron plant mine

5. Designation of national key cultural relic protection units is overseen by the State Administration of Cultural Heritage and are selected based on their significant historic, artistic and cultural value. Batches have been announced periodically since 1961 and there are currently 8 batches.

site (the sixth batch), the Huaxin cement plant site (the seventh batch) and the Daye iron ore east open pit site (the sixth batch).<sup>5</sup> These mining and metallurgical sites involve mineral mining, smelting, manufacturing and processing. They have a long, rich history characterized by complete preservation. They represent the peak of mining

technology and metallurgical industrial production from the ancient Chinese bronze period and the beginning of the modern industrialization period. There are three main challenges to the development of Huangshi mining and metallurgical industrial heritage education. First, due to the region's economic development and social productivity levels, the development and revitalisation of Huangshi's industrial heritage remains at a primary stage, making it insufficiently attractive for the public to want to participate in its protection. Second, the relevant government departments have not fostered a strong atmosphere for the protection and utilization of Huangshi's industrial heritage. Third, there is a shortage of teachers who can effectively educate people about this heritage.

## PROJECT AND STRATEGIES

The Yanguichao Tourism Volunteer Service Team from Hubei Normal University and the Huangshi Cultural Heritage Protection Centre (commonly referred to as the joint team) are committed to educating the public about mining and metallurgical industrial heritage. They are also committed to disseminating and explaining the universal value of this heritage and, ultimately, fostering learning and creating a shared vision for a better life.

The joint team includes government agencies, experts, university students, volunteers and other members of the public with knowledge of tourism, culture and industrial heritage protection. After nearly ten years of exploration and practice, the joint team has formed a sustainable development strategy for promoting the protection and legacy of Huangshi's mining and metallurgical industrial heritage. Their strategy utilizes industrial heritage education and has built the new "4+5+N



2 Volunteer service training

Volunteer Service Model". This model supports Huangshi's mining and metallurgical industrial heritage in several ways: it tells the Chinese mining and metallurgical industrial story, it explains the value of this industrial heritage and it promotes Chinese mining and metallurgical industrial culture.

"4" – In the process of collaborating with various partners, the joint team has integrated multiple resources and created a new four-way cooperation framework that includes the government, enterprises, schools, and social volunteer service teams. In addition to this, they have established the following:

1. A new cooperation mechanism (the Huangshi Cultural Heritage Protection Centre)
2. Several enterprises (mining and metallurgical industrial heritage sites) that support a mining and metallurgical industrial heritage education platform
3. Universities to recruit and train volunteers for industrial heritage education
4. Other social volunteer service teams to help

with in-depth cooperation and industrial heritage education happening within the new mechanism. This cooperation mechanism addresses the challenges presented by the lack of clarity in the direction of industrial heritage education, single-sourced funding and volunteers and the fact that only a small group of people is knowledgeable about mining and metallurgical industrial heritage.

“5” –The joint team identified the small group that is knowledgeable about Huangshi’s industrial heritage as having the most potential for volunteer service. Therefore, the joint team implemented the following 5 “in” activities: in the campus, in the community, in the countryside, in the scenic spots, and in the volunteer service stations. Additionally, the joint team has organized various scientific popularization efforts and annual service activities covering industrial heritage protection and safety knowledge for scenic spots, service stations and commercial areas of 3A and above.<sup>6</sup>The Heritage Protection Centre provides teaching materials for classrooms and publishes popular science books related to Huangshi’s mining and metallurgical heritage. Both primary and secondary schools now use the Centre’s teaching materials and the popular science books have been well received by the public. Relevant universities in China and abroad have been invited to collaborate on designs focusing on Huangshi’s industrial heritage and publicize them on the official website for Asia-Pacific Heritage. On 5.18 International Museum Day, experts and scholars are invited to the Centre to hold various mining and metallurgical industrial culture lectures and other public participation activities. The public response to these events has been outstanding.

“N” – This project has accomplished so much in the past ten years. More than 100 service



3 Volunteer service training

6. In China, these types of areas are classified into different levels based on their quality and facilities. The 3A rating is a mid-level classification, indicating good quality.

activities have been carried out. More than 40,000 people have been served. More than 600 people have participated in the mining and metallurgical industrial heritage education volunteer services. Over 1,000 copies of the various promotional and popular science manuals have been distributed. The project has received over 1,500 letters from volunteers and 3,000 visitor evaluation forms. In addition to the joint team's official microblog, the project also boasts an official QQ account, an official WeChat public account and an official TikTok account. These activities have been reported by Huangshi Radio and Television, Huangshi Daily, Hubei Daily, Jingchu.com, Sohu.com, People's Daily Overseas Edition, UNESCO Asia-Pacific Heritage Centre and other official media outlets. Altogether, the media has covered the project more than one hundred times with a positive social impact.

## RESULTS AND LESSONS LEARNED

In the past ten years of operation, the project team found that it could not rely solely on single-party resources. It needed to innovate and integrate the resources of all parties to provide high-quality heritage education services to the public. It needs to respond to the interests of all parties to achieve a win-win situation for everyone involved. Therefore, it was imperative to gain public understanding and the support of relevant government departments and enterprises. Only by using this collaborative approach can the project help develop volunteerism and society as a whole.

### Innovation and Service

The joint team created an initiative to innovate mining and metallurgical industrial heritage education using the approach of volunteer service and heritage education. Volunteer service allowed the public to engage in mining and metallurgy industrial heritage education. This enabled them to first learn, then teach others, changing passive learning into an enjoyable and active experience. Volunteers promote the spirit of the mining and metallurgical industry and anchor the concept of volunteer service into the heart and actions of all the participants. The core of this volunteer service is to popularize the knowledge of this heritage and explain the value of mining and metallurgical industrial sites. The innovative 4+5+N Volunteer Service Model is used to share knowledge about Huangshi's mining and metallurgical industrial heritage. It establishes a new four-way cooperation framework that includes the government,



4. Volunteer service training

enterprises, schools, and social volunteer groups. This ensures the optimal allocation of policies, funds and personnel, which guarantees the sustainability of these volunteer services. Social volunteer groups are integrated to carry out mining and metallurgical industrial heritage education on school campuses, in the community, in the countryside, at scenic spots and at volunteer service stations. This has expanded the groups that have been educated about mining and metallurgy industrial heritage and has helped the public to understand this heritage through direct experience. The education and volunteer services also enabled the public to spontaneously promote Huangshi's mining and metallurgy industrial heritage themselves.

### Public Participation and Sustainability

The joint team has used volunteerism to ensure the sustainability of mining and metallurgical heritage education, combining the spirit of volunteerism with the spirit of heritage education. The joint team has also used volunteerism to educate the public about mining and metallurgical heritage. Members of the public have then used their



5. Volunteer service training

time, skills, resources and goodwill to work together to contribute to the community, the country and the world.

To this end, volunteers continue to promote the culture of the mining and metallurgical industry. The public continues to experience a deep sense of pride and happiness that comes from knowing and appreciating their culture and history. The combined effort of the public and the joint team continues to bring in sufficient funding for these services. This funding comes from government project funding, corporate activity funding (from mining and metallurgical industrial heritage sites), school club activity funding and social donations. Other projects also help with funding, such as study tours for primary and secondary schools and selling cultural and creative products. All of this works together to ensure the sustainability of the

mining and metallurgical industrial heritage volunteer services.

## REPLICABILITY

The Hubei Huangshi 4+5+N Volunteer Service Model enabling mining and metallurgy industrial heritage education is highly operational, straightforward and highly replicable. It can be used by cities in central China that have a mining and metallurgical industrial heritage. It can also be used by other cities in China and Asia-Pacific that have a rich cultural heritage, active grassroots volunteerism and high government-led participation. In the early 21st century, these countries and cities are already addressing the challenges of cultural heritage re-education and the corresponding social volunteerism required. This model is precisely what is needed to promote both things.

# Jiangsu Province, China

## *Huai'an Grand Canal Hundred Miles Gallery*



1. Planning map of the Qingjiang section of the Grand Canal National Cultural Park

- **Where?** Jiangsu Province, China
- **Who?** National Cultural Park Research Branch of the Grand Canal Cultural Belt Construction Research Institute, Jiangsu Province, China
- **What?** Huai'an Grand Canal Baili Gallery
- **When?** Since 2019, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG4, SDG8, SDG11



## CONTEXT AND CHALLENGES

In June 2014, the Grand Canal, one of the greatest achievements of the Chinese people, was inscribed on the World Heritage List. Even after thousands of years of development and evolution, it continues to play a crucial role in the economic and daily lives of people along its route. The cultural heritage of the Grand Canal in Huai'an is diverse, extensive and of exceptional value. Huai'an has two world heritage areas (Qingkou Junction and the site of the Governor's Canal Office), one river section (Huaiyan Canal Huai'an section, including the Inner Canal, the former course of the Inner Canal, the ancient Yellow River, the Middle Canal and the Zhangfu River), five heritage sites (Qingkou Junction, Shuangjin Locks, Qingjiang Locks, Hongze Lake Dike and the site of the Governor's Canal Office), a heritage area of 3,979 hectares and a buffer area of 6,289 hectares. The Qingkou Junction is the only integrated heritage area in the Grand Canal World Heritage site and the site of the Governor's Office of Canal Transport is the only existing national canal management institution. In terms of heritage quantity, scale, and value, Huai'an is an iconic city along the Grand Canal. The National Cultural Park Research Branch of the Grand Canal Cultural Belt Construction Institute identified several issues in the Huai'an section of the Grand Canal that needed attention. First, due to the uneven level of regional economic development, some of the Grand Canal cultural heritage sites have not been adequately protected and repaired and overall protection of the Grand Canal cultural heritage is insufficient. Second, the features of the Grand Canal cultural heritage are numerous and dispersed and the value of the underlying heritage, such as canal culture and hydraulic technology, have not been

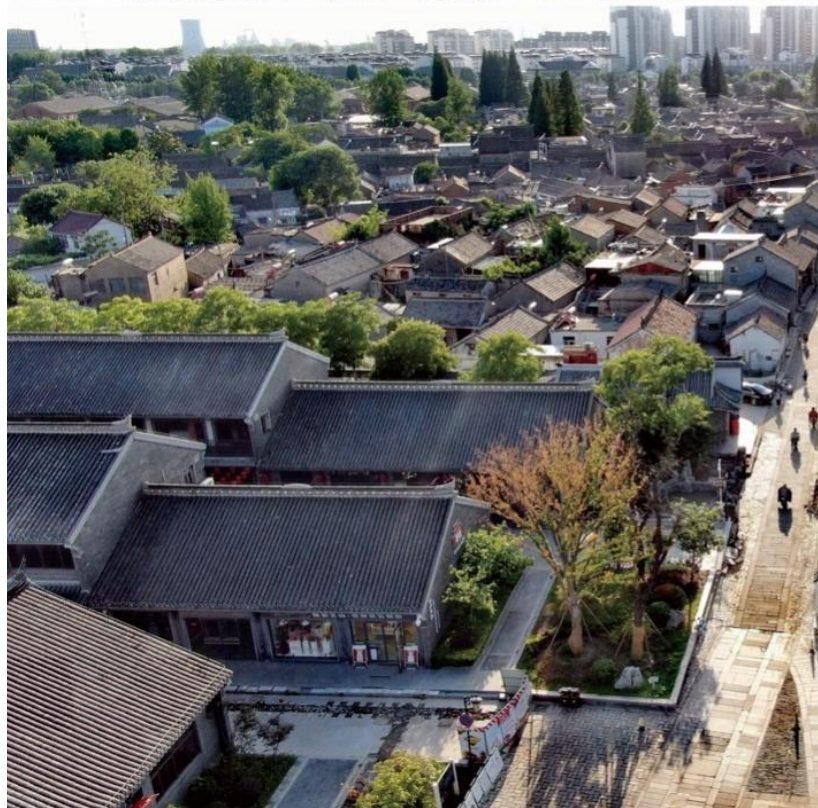
sufficiently explored. Third, publicity and education about the Grand Canal's cultural heritage are so inadequate that many citizens and tourists, especially young people, have limited knowledge about the cultural heritage of the Grand Canal.

## PROJECT AND STRATEGIES

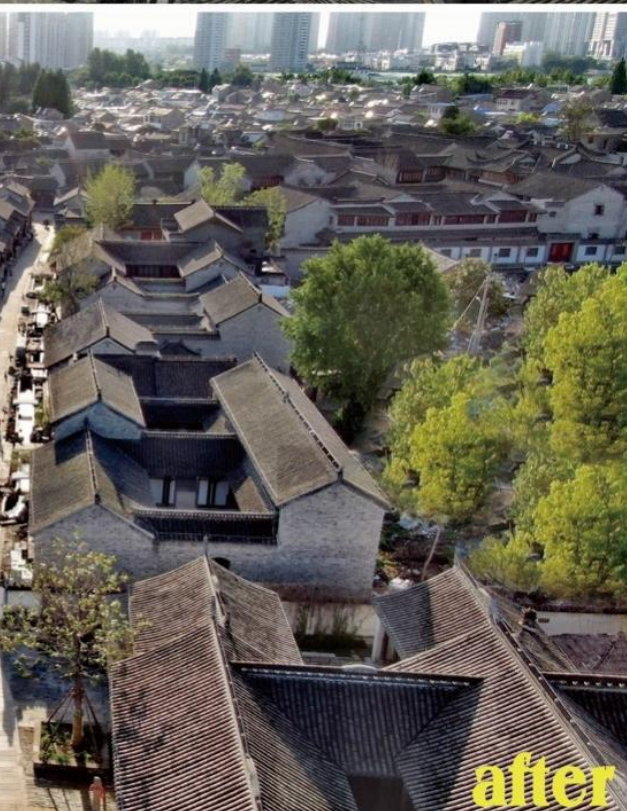
The National Cultural Park Research Branch of the Grand Canal Cultural Belt Construction Institute is dedicated to the protection of the historical and cultural heritage in the Huai'an section of the Grand Canal, to the dissemination and interpretation of the universal value of the Grand Canal World Cultural Heritage site and to quietly enriching the daily lives of citizens and visitors. Together with Huai'an government agencies, the Research Institute proposed the creation of the Grand Canal Cultural Heritage Corridor – Huai'an City Grand Canal Hundred Mile Gallery. After years of exploration and preparation, the project aims to preserve cultural heritage, conduct ecological restoration, develop green transportation and promote the integration of culture and tourism. This initiative leverages the site's cultural heritage to tell the story of the Grand Canal in Huai'an and disseminate understanding about its value.

### · Historical and cultural heritage survey of the Huai'an section of the Grand Canal

The heritage survey forms the foundation of heritage education. The Research Institute collaborated with Huai'an government agencies, experts, scholars, volunteers and citizens to survey the historical and cultural heritage of the Huai'an section of the Grand Canal. The comprehensive survey covered over 100 heritage sites along the entire Grand Canal, documenting all related heritage types and their environmental



2 Comparison between before and after the transformation of Hexia Ancient Town



contexts to ensure complete registration. The evaluation identified 93 heritage items in total, including 35 water conservancy projects and related cultural heritage items, eight settlement heritage items, 21 material culture heritage items of other canals, 27 intangible cultural heritage items and two ecological and landscape protection areas in the Huai'an section of the Grand Canal.

#### · Historical and cultural heritage value research

The concentration on the value of tangible and intangible heritage is central to heritage education. Based on the heritage survey and census, the project systematically organized the historical evolution of the Huai'an Section of the Grand Canal and benchmarked the evaluation standards of this world cultural heritage based on the characteristics of Huai'an. It also encapsulated the value of the Huai'an Section of the Grand Canal, such as its role as the centre of waterway transportation related to the lifeblood of the country, as a masterpiece of hydraulic engineering reflecting the wisdom of ancient Chinese people and as an important window on the Huaiyang Cultural Highlands. Descriptions of the value of various aspects of this heritage has become important content for developing heritage education on the Huai'an Section of the Grand Canal. At the same time, the National Cultural Park Research Branch of the Grand Canal Cultural Belt Construction Research Institute, together with other research institutes, has set up the Huai'an Grand Canal Protection and High-Quality Development Decision-Making Consultation and Research Base to conduct in-depth research on related topics, to organize the compilation of the History of Huai'an City and River Changes and promote research into the Huai'an Construction of Canal Capital and other related topics.

#### · Fostering overall heritage protection

Protection and utilization form the core of the heritage education strategy. Based on the cultural value of the Huai'an section of the Grand Canal, the historical and cultural heritage strategy promotes overall protection by means of route linking, space shaping and heritage revitalization. In terms of route linking, various

methods are being used to ease traffic congestion along the Grand Canal, improve the road system at important nodes, add bridges across the river, build waterfront slow-moving greenways and create cultural routes linking land and water so that integrated transportation will become part of the cultural heritage along the Grand Canal. Space shaping makes use of the rich water and land spaces, such as islands, swings, weirs, bays and beaches, along the Grand Canal to shape overlooks and view corridors. By leveraging historical and cultural heritage, the project will excavate historical stories and collective memories, shape iconic cultural spaces and guide the transformation of cultural heritage from static displays to public, open and active multi-use spaces. In terms of heritage revitalization, the strategy will promote the construction of the Grand Canal National Cultural Park, incorporate world cultural heritage, cultural heritage units, historical buildings and industrial heritage into the protection system and promote their revitalization and utilization in a systemic manner.

### · Enriching heritage education

To promote the protection and legacy of the cultural heritage of the Grand Canal, the National Cultural Park Research Branch of the Grand Canal Cultural Belt Construction Research Institute, together with the relevant government departments, has initiated a number of activities. These include domestic and international cultural exchanges and cooperation, the Grand Canal Culture on Campus, the Grand Canal Theme



3. Works of the Grand Canal Culture in Schools' Hardhand Calligraphy Competition

Forum, the Grand Canal Literature Forum and the Grand Canal Photography Forum. In order to better communicate the legacy and culture of the Grand Canal in schools, the relevant departments of Huai'an City organized a Grand Canal Culture on Campus and the Canal Capital - Hundred Mile Gallery themed essay writing activity. Each school in Huai'an City organized educational activities about the Canal, showcasing the magnificent beauty of the Grand Canal's Hundred Mile Gallery, and mobilized students to participate in the themed essay writing activity. The series of activities on the Grand Canal culture in school nourished a deep and three-dimensional understanding of Grand Canal culture amongst students.



4. Night view of the historical area of Dujian Temple

## RESULTS AND LESSONS LEARNED

Given the numerous and dispersed aspects of the cultural heritage of the Grand Canal in Huai'an and the unsatisfactory nature of some of the heritage protection, the project has worked with governmental organizations, experts, scholars and volunteers to develop innovative approaches to heritage research, overall protection and education. This was done to be able to present the cultural heritage of the Grand Canal of Huai'an comprehensively to tourists and the public, carry out educational activities, popularize knowledge about the world cultural heritage of the Grand Canal and illustrate the value of the cultural heritage of the Grand Canal.

By creating the Huai'an Grand Canal Hundred Mile Gallery, the project has uncovered more aspects of this heritage, developed a more accurate

understanding of the value of the sites, implemented more scientific overall protection and provided education and a rich legacy to citizens and tourists so that more people can recognize and understand the cultural heritage of the Grand Canal.

## REPLICABILITY

The Huai'an Grand Canal Hundred Mile Gallery has received strong support from Huai'an municipal government agencies, which have issued relevant policy documents to continuously promote the development of the project and guarantee its sustainability.

This work on heritage overall protection, education and legacy development is highly operational, relatively easy to implement and highly replicable. It is applicable to linearly distributed heritage sites, such as cultural routes and heritage corridors, and helps with holistic conservation and education.

# Jiangsu Province, China

## *Yellow Sea Wetland Heritage: Challenges and Solution*

- **Where?** Jiangsu Province, China
- **Who?** Jiangsu Yellow Sea Wetland Institute Co., Ltd
- **What?** Yellow Sea Wetland International School
- **When?** Since 2019, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG3, SDG4, SDG11, SDG17

### CONTEXT AND CHALLENGES

The recognition of the world natural heritage status of the Yellow Sea Wetland is of major significance. There are 17 migratory bird species in this area that are on the International Union for Conservation of Nature (IUCN) Red List of Threatened Species. This project focuses on the need to instil ecological awareness in younger generations, and foster a genuine sense of pride towards the world's natural heritage while encouraging collective efforts to protect this invaluable asset. As the most vulnerable and ecologically diverse migratory bird habitat among the world's nine major migratory areas, the Phase I Yellow and Bohai Sea Migratory Bird Habitat has special significance in terms of conservation. Serving as a crucial stopover site, wintering ground, and breeding location for numerous migratory bird species, Yancheng

boasts immense ecological value as a habitat and understanding of the importance of this site should be widely disseminated.



1. Observing Migratory Birds, a popular science activity of primary school students



2 Yellow Sea Wetland Painting and Nature Note Collection event, World Wetland Day

## PROJECT AND STRATEGIES

The “Yellow Sea Wetland International School” project focuses on the need to attract more youth groups to participate in ecological conservation and biodiversity protection. The approach incorporates elements of science, interest, exploration and sustainability. Regular educational and ecological activities for young people, such as lectures, activities, museum visits and trips to world natural heritage sites work well and it has become clear that young people are eager to experience the appeal of the world's natural heritage by walking on muddy beaches, admiring a particularly beautiful bay and gaining a better understanding of the uniqueness of sites like the Yellow Sea Wetland.

They find it particularly meaningful to observe endangered birds like the spoon-billed snipe and small green-foot snipe during their visits and familiarize themselves with tidal crabs, marbled fish, mud snails and sand silkworms. Through experiencing the ecological cycle of the wetland and exploring the origin of life, the stories of thousands of migratory birds come into focus. Young people have the chance to explore what kind of power the birds’ small bodies possess that enables them to traverse the vast ocean, cross numerous countries and arrive at their habitat in the Yellow and Bohai Seas.



3. Wildlife Day activity on campus, with wide participation

The project guides students to develop ecological awareness, physical fitness and an understanding of sustainable development and life cycle philosophy. By protecting the ecological habitat, the lives within wetlands are protected and the ecological value of the heritage site can be recognized.

## RESULTS AND LESSONS LEARNED

In the process of exploring effective education, the project has organized various events. On World Wetland Day, the project held the Yellow Sea Wetland Painting and Nature Note Collection event, which saw the participation of over 2000

students. This event reflected the integration of research, curriculum, extensive participation and exhibition. The project held a Wildlife Day activity on school campuses with over 1000 people attending lectures and creating posters. The positive feedback from middle school students was especially notable. Additionally, a World Earth Day event was organized with the participation of over 800 elementary school students who shared stories about wetlands from their unique perspectives. The World Book Day Encounters Birds Protection Week event also garnered significant interest. College students formed a book editing team to create over 340 outstanding works, which were then exhibited. Students from the Qingnian Road and Songjiang

Road Primary Schools visited the exhibition centre and the Yellow Sea Wetland Museum for studying, bird observation and research activities on wetlands. Through this process, over 5000 students learned about the wetlands and developed a sense of responsibility for their protection. The project can support teachers to design sustainable courses, create diverse activities and demonstrate to students how to conduct scientific research.

The project aims to enrich the content of activities, develop dynamic courses and explore other opportunities for learning. It includes research, curriculum development and student interaction on theoretical and practical levels. The project is not only searching for answers but also for continuous improvement on the educational path of

disseminating the value of local heritage.

The project is also working with counterparts in South Korea and North Korea, which are located in the same oceanic and Yellow Bohai Sea regions. The project aims to conduct comprehensive research on various global environmental issues, including climate change, coastal wetland protection, international migratory bird conservation, heritage preservation and sustainable tourism. It plans to accomplish this through a combination of online and offline approaches. At present, an expert advisory panel consisting of prominent specialists from both the domestic and international spheres has been established, thus strengthening connections with intellectual resources and enhancing the project's own research capabilities. By hosting



4. Visiting Yellow Sea Wetland Museum for study and research activities on wetlands

major international forums such as the 2023 World Coastal Forum, the objective is to attract more regions and countries to participate in coastal conservation efforts, promote the sharing of successful Conservation Education and Public Awareness (CEPA) cases and foster multi-party cooperation. Currently, close communication and exchange of educational ideas with regions and countries such as Africa, the United Kingdom and Australia has been established. Noteworthy experts from institutions such as Kyongbuk University in South Korea, the University of Cambridge in the UK and the University of Queensland in Australia have collaborated with the project on foundational research. There has also been close collaboration with organizations such as the World Wildlife Fund to conduct research and various forms of activities.

When it comes to engaging the younger generation in local communities, achieving greater participation has always been a key consideration. Through collaboration with educational authorities, community organizations, and local schools, popular science courses have been incorporated into the school curriculum.

Partnerships with universities, middle schools and primary schools have been established and curriculum bases (centres) in these institutions, as well as practice bases in museums and parks, have also been set up. As a result, popular science education for young people has been effectively implemented. Moreover, the Wetland College of Yancheng Normal University recruits and trains volunteer teams and lecturers, contributing to the cultivation of talents essential for wetland conservation. This experience can serve as a valuable reference for other cities and regions.

There has been close communication with other World Heritage sites in the application process for Phase II World Heritage Status, including



5. Exploring the wetland



cooperation with other natural and cultural heritage sites, such as Suzhou Gardens and the China Grand Canal, to learn from each other and share experiences. Like the migratory journey of birds, the project spans oceans and regions, steadily accumulating and evolving. It has also undergone transformation, renewal and growth. The concept of sustainable development has become a fundamental principle of the Yellow Sea Wetland International School project. There is a strong commitment to spreading the heritage value of the Yellow Sea Wetland, aiming to push the boundaries of education related to this unique ecosystem. The project works together with partners to value the world's natural heritage and expand wetland education.

## REPLICABILITY

The project not only shows how to engage the public on a large scale but also how to obtain practical results, generate good evaluations and further stimulate students' awareness of wetland resources so that they can participate in wetland conservation actions. This series of activities has developed a unique method that can be used as a reference for other cities and regions to strengthen South-South cooperation and exchanges.

# Jiangsu Province, China

*Walking Gusu: "Learn and Share Beauty" World Heritage Study Tour*



1. Walking in Suzhou: World heritage Research in Gusu Ancient City, Pan Gate

- **Where?** Jiangsu Province, China
- **Who?** Children's Palace of Gusu District, Suzhou
- **What?** "Walking in Gusu, Learning Inheritance and Aesthetics" World Heritage-themed Academic Research Tour
- **When?** Since 2019, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG4, SDG8, SDG11

## CONTEXT AND CHALLENGES

Suzhou is rich in world heritage resources, but the wave of urban modernization is putting pressure on the traditional methods of heritage protection, (limited tourism capacity), economic development (cultural added value) and educational development (quality education, scientific and technological impact, etc.). To address this issue, Suzhou selected heritage education as a way to promote the organic renewal of the ancient city and explore a new path for comprehensive and sustainable development.

## PROJECT AND STRATEGIES

The Children's Palace of Gusu District, Suzhou, making full use of its own off-campus education bases (centres), created the Walking Gusu (Ancient Suzhou)–“Learn and Share Beauty” world heritage study tour. This initiative innovatively explores a new model that combines world heritage and academic research. They have also organically integrated practice, learning, research and aesthetic education, and encouraged students to go off campus to engage with the wider society, experience built heritage first-hand and participate in its protection and legacy. This has fostered a strong societal focus on protecting the ancient city, forming a virtuous cycle.

## RESULTS AND LESSONS LEARNED

Given the development needs of young people and how they learn, the project has launched themed courses, a series of lectures and study tours, created nine world heritage-themed study routes, published two children's books on the theme of world heritage protection, carried out nearly 100 academic research activities and held about 40 special lectures, blending historical, cultural, aesthetic and international knowledge education with the research activities. The project, which attracts over 10,000 young people annually, has been featured in the People's Daily





2. Walking to the Ouyuan Garden World Heritage site



3. Walking into the time-honoured brand Deyue Tower restaurant

Overseas Edition, Suzhou Daily, Suzhou Broadcasting System and other media winning the 2022 Global Award for World Heritage Education Innovative Case and the 2022 Suzhou Best Voluntary Service Project.

## REPLICABILITY

The project has created an innovative multi-party cooperation mechanism, coordinating sectors such as education, tourism, culture and sports, integrated heritage sites, experts, schools, parents, media and other parties, addressing issues with resources, teachers and methods encountered in current world heritage education targeted at young people. It has formed an education consortium that highlights researching and studying through walking and has created an overall model that involves expert guidance, multi-party participation, professional implementation and diversified dissemination. It has also activated the marketization of world heritage protection, given a fresh impetus to the development of the cultural and creative products of intangible cultural heritage and the promotion of world heritage tourist routes, as well as provided a model for the sustainable development of world heritage protection units. Therefore, it should be popularized and serve as an example.

# Shanghai, China

*Stories of Shanghai Architecture Protection of Urban Architectural Heritage*



- **Where?** Shanghai, China
- **Who?** Shanghai Municipal Administration of Culture and Tourism
- **What?** Protection of Urban Architectural Heritage Amongst the People
- **When?** Since 2018, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG11, SDG12

## CONTEXT AND CHALLENGES

The highly distinctive Shanghai culture reflects the skilful transformation of an intense collision of multiple cultures into a driving force for urban development. Shanghai culture is strongly inclusive, as reflected in Shanghai's architecture, which manifests in the coexistence of multiple architectural styles and buildings from various time periods. After nearly 30 years of experimentation, Shanghai has now developed methods of architectural heritage protection that are well suited to the characteristics and current conditions of local historical buildings. However, alongside deepening its conservation activities, the city also faces the pressing issues of raising awareness of architectural heritage protection amongst the residents of traditional neighbourhoods and encouraging their participation in the maintenance of these areas' vitality. Compared with modern urban areas, traditional neighbourhoods unavoidably face additional housing challenges, including aging buildings, functional and structural deterioration over time and infrastructure mismatches. Thus, their residents generally find themselves with a choice: actively complaining about their poor living conditions, thereby calling the preservation and protection of old neighbourhoods into question or relocating to new urban areas. In the latter scenario, even if old neighbourhoods are adequately preserved, the unique local folk culture and collective memory embodied within them tend to be diluted or potentially even disappear with the dispersal of their original residents.

In order to respond to these challenges while adhering to the maxim 'restoring the old as old,' Shanghai needs to find ways to improve the residential functioning of its historic



Guangfulin archaeological site in Songjiang District 1.

neighbourhoods. It also must reinforce the emotional connections between local people and their historical and cultural heritage, enhancing the public understanding of the significance of old architecture and increasing the willingness of local people to participate in renewing its vitality. It is important to note that this cannot be achieved through regulations for the protection of old architecture or urban planning programmes alone.

## PROJECT AND STRATEGIES

The Shanghai Municipal Government, therefore, leveraging culture in order to address the continuation of the historical lineage of old neighbourhoods, created the “Stories of Shanghai Architecture” project.

Prior to the project’s official launch, the Shanghai Municipal Government designated 44 historical landscape preservation areas and made commitments to protect 64 roads. The measures for protection preserved the roads’ original width and scale, strictly controlling the height, volume and style of adjacent buildings, as well as the spacing of development plots along their routes. This initiative sparked enthusiasm amongst local writers, who, after consulting a wealth of historical materials, revived the memories and stories of these neighbourhoods through a mixture of reality and fiction. Residents and visitors have subsequently followed these guides during visits to these streets, adding layers of new personal memories to the old stories. As Shanghai-based writer Chen Danyan wrote in *The Streets Never Broadened*, published in 2008: “In this way, the city’s memory and history become a tangible part of city life, rather than disappearing without a trace.”

The Shanghai Master Plan 2017–2035, launched in May 2017, articulates Shanghai’s vision for



2 A historic building known for its intricate carved decorations

a city with historic buildings, walkable streets and friendly communities. With great respect for the city’s history, the Master Plan has captured the interest of and resonates with many locals. Numerous books and online articles on Shanghai’s historic buildings and monuments have been published since the Master Plan’s release. In 2018, the Shanghai Municipal Government officially launched the Stories of Shanghai Architecture project. Led by the Shanghai Municipal Administration of Culture and Tourism, this has recently been upgraded



from a pilot project into a more comprehensive undertaking.

### **1. Enhancing public knowledge of local architectural history by opening buildings and introducing scannable codes**

Since 2018, the Stories of Shanghai Architecture project's coverage has gradually expanded from 6 downtown urban areas to the whole of the city. For example, increasing numbers of historical buildings, including buildings at all levels of heritage protection, buildings of historical

excellence, preserved buildings and modern landmark buildings, are being freely opened to the public. In addition, QR codes set up for these buildings offer bilingual introductions, videos and VR interactivity designed to enhance visitors' understanding of their history. By early 2022, the number of buildings opened to the public had increased from 100 to nearly 1,056, while the number of QR codes in use had increased from approximately 400 to 2,957.

### **2. Expanding project coverage through social participation and widespread interaction**

The Stories of Shanghai Architecture project has driven increased participation on the part of citizens and enterprises via five public activities:

- 1) Public comments: Through cooperation with the Meituan e-commerce platform, citizens can make online suggestions, an activity in which nearly 10,000 people have participated, for which cumulative topic reads have reached 88.6 million.
- 2) Public storytelling: Initiated through cooperation with the Dragonfly FM online audio platform, for this activity, participants aged 4-80 were invited to tell stories about old Shanghai buildings, gradually establishing a database of architectural tales.
- 3) Citizen submission of photos through the WeChat platform: In cooperation with Tencent, this has permitted the exploration of architecture-related stories and is gradually establishing an image database. The page for this activity has had nearly 700,000 views and over 10,000 participants.
- 4) Public tours, converting buildings into popular online subject matter and photo spots: Established in cooperation with e-commerce and social media platform Xiaohongshu, these tours have attracted over 43.47 million views and over 2,000 participants.
- 5) Public innovations: In cooperation with local physical bookstore Dayin Book Co., Ltd.,



3. Gift box of historical buildings



a culture and creative products design competition was held, from which the best ten products were selected. Attracting 321 organizations and/or individuals as participants, this activity received over 1,000 entries.

### 3. Creating cooperation in culture and tourism through transformative innovation

As part of the Shanghai Tourism Festival of 2021, a Stories of Shanghai Architecture-themed tour within the city and a 24-hour live broadcast were jointly planned and executed by over 20 local audio-visual platforms and news and

social media outlets. For 24 hours from dawn to dark, the broadcast followed in the footsteps of a tour around the city, introducing over 150 of Shanghai's outstanding buildings to audiences and online listeners. It also included interviews with several famous architects from China and abroad who shared unique insights into the Stories of Shanghai Architecture project. These included Benjamin Wood, the American designer of Xintiandi, a pedestrianized bar, restaurant and boutique zone in the heart of the city which opened in 2003; Kengo Kuma, Japanese designer of the Shipyard 1862 Renovation, which repurposed an old shipyard built in 1972

on the southern shore of the Huangpu River in Shanghai's Pudong financial district, into a mixed-use complex including shops, a theatre and an exhibition space; and Yichun Liu, the Shanghai-based designer of Long Museum West Bund, an art museum located on the bank of Huangpu River in Shanghai, whose site was originally a coal wharf. During the festival, tour buses also temporarily served as dedicated shuttles. Equipped with professional guides, they travelled along the Huangpu River, passing classic Shanghai landmarks.

The Stories of Shanghai Architecture project is becoming an important item of cultural intellectual property. The city is, therefore, attempting to leverage this creative value in two main ways. The first is through hosting the annual Stories of Shanghai Architecture cultural and creative market, at which almost 1,000 related cultural and creative products have been launched over the past two years. Second, a series of classic buildings have been selected for pilot "Building Package" projects promoting the sales of unique gifts and souvenirs themed with those buildings. For Wukang Mansion, for example, a range of products, including pocketbooks, ice cream, coffee, biscuits and aromatherapy oils, have been developed, together with a themed post office.

#### **4. Promoting a service system through integration and systematic management of resources**

In order to integrate resources, the Shanghai Municipal Government has developed a service system for the project. This includes, for example, a one-stop platform in the form of a WeChat mini program, offering public access to all relevant information. In addition, an alliance of over 60 organizations—including building owners, construction enterprises, cultural, business,

tourism-related enterprises, scientific research institutions, cultural institutions, museums, social organizations and new media platforms—has been established in order to jointly promote the project's innovative development. The city has also released an official project logo, unified service standards for the building opening process, QR codes, etc. Moving forward, municipal-level management measures for the project will be introduced and a voluntary story-telling team of experts, citizens and guides from the cultural heritage, architecture, tourism and media fields will be assembled.

## **RESULTS AND LESSONS LEARNED**

### **Achievements and experiences of the project include:**

#### **1. Raising citizens' awareness and forming connections with the city through extensive participation**

The Stories of Shanghai Architecture project has facilitated widespread public engagement, contributing to local residents' profound appreciation and respect for architectural heritage. Reading and sharing their own personal stories, they find a deeper emotional connection with their home neighbourhoods and historical buildings as they walk along familiar roads telling their stories. Through this, citizens are gradually becoming the guardians and storytellers of their local architecture rather than mere visitors and readers, helping to revitalize and replenish historical neighbourhoods. The trust established through this participation represents an effective resource for urban governance.

## 2. Enhancing Shanghai's visibility through bolstering creative intellectual property and promoting cultural tourism

In conjunction with the development of the tourism and creative industries, the Stories of Shanghai Architecture project is gradually creating new IP with spillover effects that contribute to the city's economic development. The Shanghai Municipal Government has used this IP to establish unique tourism routes and develop cultural and creative products. Although the COVID-19 pandemic drastically impacted tourism, routes based on local historical architecture became supplementary resources with benefits for local society. Meanwhile, the official Stories of Shanghai Architecture logo offers a visual symbol for Shanghai that is reflective of the city's unique status. Establishing a novel cultural brand provides a critical new and improved way to tell the city's story, broadening the possibilities for Shanghai's global visibility. Shanghai's historical buildings should be read and appreciated in the context of their overall neighbourhoods, in the context of citizens' daily lives and, moving forward, within the framework of the city's development. In this sense, to promote and publicize Shanghai's architecture is to enhance the city's visibility, globally promoting its origins, spirit, and character.

### Innovation and Service

SDG 11.4 refers to cultural and natural heritage. While this goal highlights the importance of heritage protection, it can be interpreted in a way that reduces heritage to being a passive victim in need of protection from rapid urbanization rather than recognizing its potential as a catalyst of social development. From this perspective, Shanghai has made innovative localized efforts to protect historic buildings and other heritage,



4. Pudong Art Museum



emphasizing the placement of heritage squarely within the context of the people's living space. In addition, it has successfully aroused local residents' interest in heritage protection and development via cultural methods.

### **Public Participation and Sustainability**

The Stories of Shanghai Architecture project is designed to inspire extensive public participation and urban architectural heritage protection through cultural means. Via online and offline activities, local writers, artists, professional scholars, citizens and enterprises have all, to varying degrees, participated in the collection, compilation, composition and dissemination of architectural-historical materials. Professional groups have adopted varied methods, including literature research, field research and oral history, for documenting local buildings' physical design and historical background. Non-professionals' memories of architecture have been incorporated into historical materials, enriching emotional links with the past, while many resident volunteers have shared personal architecture-related stories with visitors.

### **REPLICABILITY**

The project aims to evoke public emotional resonance via cultural means, encouraging participation in preserving and inheriting urban heritage. This represents a universal concept applicable in most cities worldwide. All cities facing the challenges of renovating old neighbourhoods and losing original populations can adopt similar approaches to establish broad public trust and guide public participation in heritage preservation.

This project also provides practical and feasible strategies for guiding public participation. Regardless of which means are adopted—for example, written composition, comments, innovation, tours or online participation through social media—the project is highly reproducible and applicable in other cities.



1. Aerial view of Anji Ancient City National Archaeological Site Park



# Zhejiang Province, China

*A National Archaeological Academy at Anji Ancient City  
National Archaeological Site Park*

- **Where?** Zhejiang Province, China
- **Who?** Anji County Walled City Heritage Protection Center (Anji Walled City Heritage Museum)
- **What?** Construction of National Archaeological University Based on Anji Ancient City National Archaeological Site Park
- **When?** Since December 2021, ongoing

## CONTEXT AND CHALLENGES

The Anji Ancient City National Archaeological Site Park is located in Anji County, Huzhou City, Zhejiang Province. It covers the Anji Ancient City Site and the Longshan Yue Noble Tomb Group, which are both important heritage sites under state protection. The main historical and cultural focal points of the site include the tomb of the King of Yue from the late Spring and Autumn Period and the site of Yue's early capital.

## PROJECT AND STRATEGIES

Anji Ancient City Site Park has pioneered a government-led model that encourages social participation and archaeological guidance. It has creatively proposed the establishment of an archaeological academy, aiming to build the site park into a centre of learning where people can explore archaeology, appreciate art and handicrafts and enjoy other heritage experiences.

So far, activities have included exhibitions in the site museum, research-based learning courses in the site park and the overall planning and design of the park. Exhibitions focus on the introduction and explanation of archaeological ideas and methods rather than just displaying archaeological finds. The research-based learning courses are centred on archaeology and draw on museum, art, science, agriculture and local education. Facilities for the academy have also been included in the planning of the park, helping to implement a combination of archaeological, daily, local and lifelong education. Based on the principles of activation and utilization, Anji County has integrated



2. Anji Ancient City Heritage Museum

protection and utilization of the large archaeological sites and the construction of an archaeological academy into the development of the Ancient City National Archaeological Site Park. The park combines cultural tourism and archaeological education with professional research courses and research service facilities inside and outside the park.



## RESULTS AND LESSONS LEARNED

Research-based learning courses include archaeological knowledge, archaeological methods, animal and plant archaeology,

archaeology and art, technological archaeology, Yue culture archaeology and agricultural archaeology. In terms of supporting facilities, the site park is planned and constructed according to the standards of running a school. In addition to the museum, there are indoor and outdoor



3. The exhibition of National Archaeological University Based on Anji Ancient City National Archaeological Site Park

auxiliary teaching areas such as libraries and lecture theatres. At the same time, food and accommodation areas such as TianSangHanZao (a self-catering area) and Jiumu Songfeng (a short camping site) are available, allowing visitors to have an immersive experience learning about archaeology and Anxi heritage. Since its opening in December 2021, more than 80,000 people have participated in research-based learning courses.

### Multi-pronged approach to realise the value of the site

Various technological means are used in the museum to maximize the site's value, which are also helpful for participants to better understand and learn about the ancient city site.

For archaeological theory and methods, exhibition items include an animation of archaeological

scientific principles, stratigraphy and typology, a documentary of the investigation and excavation of the ancient city site, an immersive experience of the excavation process and construction of Bamu Dun (one of the two large Yue noble tombs), and an animated explanation and interaction with artifacts studies such as materials, methods, shape and decorative patterns. The content and form of the multimedia exhibitions are linked to the needs of the archaeological academy and can be used for independent learning and collective teaching. Utilizing internet technology and social media can help spread the value of heritage in a more sophisticated and personalized way.

### Win-win cooperation and innovative construction

The Anji Ancient City National Archaeological



4. Young Scholars' Quarters

Site Park has pioneered this government-led education model for social participation and archaeological guidance in China, providing new ideas and approaches for the protection and utilization of heritage sites and education. Critical parts of this model also include expert-led and social investment components.

**Government-led** refers to a foundation which helps ensure that heritage utilization and education activities are carried out systematically. The Ancient City Archaeological Site Park, including all the facilities, belongs to the government, which has also developed a comprehensive management system for the park.

**Expert-led** ensures success. The Anji Ancient City National Archaeological Site Park has established a 17-member professional committee composed of experts from top academic institutes such as Peking University,

Chinese Academy of Social Sciences, Fudan University and Zhejiang University to guide the implementation of major park decisions and ensure that the development of the park advances under professional academic guidance.

**Social investment** is a key part of the model which helps realise the advantages and experience in funding, technology and management to efficiently promote the activation and utilization of cultural relic resources. The operating enterprise has invested a total of 480 million yuan in the site park. It has supported the construction or renovation of surrounding transportation and public space.

#### **Co-construction and sharing**

The Anji Ancient City National Archaeological

Site Park has created a national 3A-level scenic spot and an off-campus internship base for the Zhejiang University School of Art and Archaeology. It has been awarded the titles of 2019–2020 Top Ten Outstanding Contributors Award and 2021 National Top Ten Outstanding Cultural Heritage Tourism Cases from the National Archaeological Site Park Alliance and Zhejiang Province Dazzling Pearl Garden. Its achievements in developing a cultural heritage destination has helped drive the development of the local economy.

The Anji Ancient City National Archaeological Site Park leverages its natural landscape and rich cultural heritage by incorporating the concept and model of being an archaeological educational centre throughout its development. This has revitalized dormant cultural relics. The park is designed to function like an educational institution rather than a typical park, integrating museum exhibitions, research-based learning activities and park construction under a unified educational framework. Culture and education are seamlessly integrated. Supported by government guarantees and expert assistance, the site park promotes the sustainable development of heritage sites, encouraging social participation in joint construction and operation.

## REPLICABILITY

In recent years, the Anji Ancient City National Archaeological Site Park has pioneered an innovative approach to heritage protection and utilization, showcasing the attractions of the site to local governments and the public. It has gradually established a new model characterized by government leadership, expert guidance and social organizations,



5. D107 Bamu Dun, one of the two large Yue noble tombs

mobilizing enthusiasm for the site's protection and use.

### Government management

Since 2016, the Anji County government has spearheaded plans for the protection and utilization of the large ruins and the site park, implemented after the approval of the State Administration of Cultural Heritage and Cultural Heritage Bureau of Zhejiang Province. The initial phase for protection of the site's cultural heritage have been completed, including



construction, planning, protection and display, as well as environmental improvement. With the commencement of the archaeological excavation of Bamu Dun, a leading group has been established to ensure the smooth progress of the archaeological excavation.

### **Expert professional guidance**

Expert guidance is critical to the development and operation of Anji Ancient City National Archaeological Site Park. For over 20 years, experts from the Provincial Institute of Archaeology, particularly the team of Professor Tian Zhengbiao, have been deeply involved in bringing to light the ancient city site, laying

a solid foundation for the construction of the site park. Since 2018, Professor Xu Tianjin of Peking University has diligently worked on compiling the exhibition outline for the site museum, meticulously planning the National Archaeological Academy based at the site park and providing valuable suggestions for its future operations. Li Boqian, Wang Wei, Xin Lixiang, Liu Bin and other authoritative archaeological experts and scholars also provided strong support for the site's conceptual excavation and value identification.

### **Social enterprise involvement**

From the outset of planning the Anji Ancient City National Archaeological Site Park, the necessity and feasibility of involving socially conscious capital were carefully considered. In selecting social enterprises, Anji County evaluated the introduction of Zhejiang Green County Service Group to participate in the construction and operation of the site park. The enterprise is responsible for early investment and construction as well as participating in planning within a government-authorized timeframe. Over eight years of collaboration, enterprise participation has yielded significant results. It has alleviated the financial burden on the government, increased local villagers' income and enthusiasm for heritage protection and improved the protection of cultural relics and the village environment.

The development of the Anji Ancient City National Archaeological Site Park has proved that this new model of government leadership, social participation and archaeological guidance in Anji County is advanced and exemplary. It serves as a leading example of the latest approaches driving the construction of Chinese archaeology and national archaeological site parks in the new era.



1. Museum Visit for Special Children

# Zhejiang Province, China

*Together: Looking for the Light of Civilization in Liangzhu*

- **Where?** Zhejiang Province, China
- **Who?** Liangzhu Museum
- **What?** Together: Looking for the Light of Civilization
- **When?** Since 2022, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG3, SDG4, SDG10



2. Poster for Art Exhibition for Special Children: Refraction of the Light of Civilization

## CONTEXT AND CHALLENGES

In recent years, the Archaeological Ruin of Liangzhu City has focused on integrated development and cross-sector collaboration, enriching Liangzhu Culture with diversity, inclusiveness, and vitality. On May 18, 2022, the Liangzhu Museum (Liangzhu Research Institute) celebrated the 46th International Museum Day with a programme themed “The Power of Museums and Together: Looking for the Light of Civilization”.

## PROJECT AND STRATEGIES

This long-term initiative was launched to combat prejudice against people with disabilities, enrich their cultural and educational experiences and revitalize the 5000-year-old Liangzhu Culture

through artistic expression.

In terms of the SDGs, the project aims at improving participants’ mental and physical well-being via art therapy (SDG 3: Good Health and Well-Being) and engaging them in museum educational activities (SDG 4: Quality Education), as well as promoting the equality of persons with disabilities (SDG 10: Reduced Inequalities).

Guided by the principles of equality, fraternity and unity, the Together: Looking for the Light of Civilization programme aims to empower both the heritage site and its communities, promoting comprehensive and inclusive heritage education. The programme has adopted a two-way empowerment approach: the heritage site provides a platform for persons with disabilities to showcase their artistic talents and pursue knowledge, while at the same time their activities enrich the heritage site with vibrant artistic energy



3. Interactive Exhibit: Touchable Heritage Area

and new perspectives.

The programme has four focal areas: curating exhibitions, customizing museum visit services, publishing books and planning public education activities, all of which are accessible to persons with disabilities.

## RESULTS AND LESSONS LEARNED

**The implementation results are as follows:**

1. The Liangzhu Museum has launched the “Reflection of Liangzhu Civilization: Special Children's Pure Land Exhibition” showcasing over

100 works of art made by children with visual and psychosocial disabilities and exhibits more than 100 works. In the near future, the Tactile Museum project will enhance the programme's collection of touchable exhibits and, when appropriate, organize exhibition tours across China.

2. The programme has enlisted special education professionals to conduct training courses for docents and volunteers, including sign language instruction. They have also designed visiting routes tailored for various special groups and completed the barrier-free upgrades of the museum facilities.

3. Since May 2022, the programme has organized over ten visits for various special



玉琮





#### 4. Liangzhu Culture Clay Program for Special Children

education-related departments, institutions, organizations and schools, hosting more than 400 persons with disabilities. The Liangzhu Museum has also partnered with several special education schools and institutions, offering pottery-making, painting and artifact-touching classes on four occasions. In the future, the programme plans to enrich its course content and develop new courses based on recently released picture books.

Through this programme, the Liangzhu Museum has expanded the scope of museums and heritage education through extensive and long-term cooperation with a diverse range of partners including heritage parks, special education

schools, local schools, universities, media, publishing houses, various levels of disabled persons' federations, technology companies and other museums.

For example, the programme teamed up with technology company ROKID to create an AR visiting experience for students with hearing impairments from Hangzhou Wenhui School on this year's International Day of the Deaf. This AR intelligent guide system can automatically scan and identify exhibits, providing video interpretation and subtitled explanations, giving students a more vivid and comprehensive understanding of Liangzhu Culture..



1. World Heritage Brand Activity in Primary School

## Zhejiang Province, China

### *West Lake Ambassadors Project: World Heritage Values from a Youth Perspective*

- **Where?** Zhejiang Province, China
- **Who?** Monitoring and Management Center of Hangzhou West Lake World Cultural Heritage
- **What?** West Lake Ambassadors Project
- **When?** Since 2012, ongoing
- **Which Sustainable Development Goals (SDGs)?** SDG4, SDG11, SDG17

#### CONTEXT AND CHALLENGES

Every heritage site faces the challenge of how to fully engage different stakeholders to promote the

conservation and vitality of world heritage sites. Young people, as important participants, should be valued and emphasized in this process. It is worth exploring how to ignite their ambition and

encourage their voices so that world heritage conservation can become an timeless but attractive career. After a decade of practice, the “West Lake Ambassadors Project” recognizes that carrying out heritage education on-site is an effective approach. It helps to strengthen young people's recognition of the value of heritage, fosters their awareness of heritage conservation, promotes international exchanges and supports the holistic growth of the younger generation, which is crucial for making world heritage sustainable.

## PROJECT AND STRATEGIES

The West Lake Cultural Landscape of Hangzhou was inscribed on the World Heritage List in

7. These are: **credibility, conservation, capacity building, communication and communities.**

June 2011. One year later, in June 2012, the Management Committee of the Hangzhou West Lake Scenic Area and Monitoring and Management Centre of Hangzhou West Lake World Cultural Heritage launched the West Lake Ambassadors Project. This project is an innovative example of local world heritage youth education and an important effort to implement UNESCO's “5Cs” strategic objectives.<sup>7</sup>It aims to foster heritage conservation and community development and considers young people the main participants. Through well-designed cultural heritage education activities, the project organically links individuals, NGOs and institutions. The project upholds the mission of meaningful preservation, management and dissemination of the cultural heritage of the West Lake, trying to



2. Members' Participation in Cross-Strait Cultural Tourism Youth Forum and Workshops

pursue an ambitious goal of involving community forces in cultural issues and cultivating a sense of social responsibility among the younger generation. The project highlights the contribution of world heritage to social resilience and humanism to fulfil SDG Goals 4 (Quality Education), 11 (Sustainable Cities and Communities), and 17 (Partnership for the Goals).



3. Members Leading Heritage-themed City Walks for the Public

## RESULTS AND LESSONS LEARNED

Since its launch in 2012, the project has developed a sophisticated heritage education curriculum, guiding young volunteers to use their professional knowledge to share their culture. Several brand activities have been established such as: the West Lake Ambassadors Youth Training Camp, World Heritage on Campus, World Heritage Youth Exchange, World Heritage in Neighbourhoods and World Heritage in Military Camps. 11,000 participants have benefitted from more than 70 cultural guided tours and themed city walks for university students, municipal authorities and Hangzhou citizens. 27 cultural routes have been formed around the Lake including the Gushan Cultural Tour and the West Lake Ten Poetically Named Scenic Sites Tour. In addition, the project has established

cooperation mechanisms with world heritage youth conservation organizations and dialogue with cultural heritage volunteers from Suzhou, Lanzhou, Macao, Hong Kong, Taiwan, Malaysia and many other places.

With diverse professional backgrounds and global perspectives, members of West Lake Ambassadors have become both observers and participants of Hangzhou as a heritage city. They provide in-depth knowledge and visualizations of Hangzhou's three World Heritage sites from multiple angles. Over the years, the West Lake Ambassadors have developed the capabilities for self-sufficiency and self-management. They have also independently organized numerous activities such as the Ambassadors' Reading Circle, Intangible Cultural Heritage Experience, Creative Cultural Designs and The Ambassadors' Salon. Additionally, they share information about West Lake culture and world heritage via the

internet, fostering even higher levels of public participation.

## REPLICABILITY

The project has leveraged world heritage to promote lifelong learning. Over its 11-year-lifespan, the West Lake Ambassadors Project has brought together 403 young students, with an average age of 22 years, from 10 countries, 23 cities and 61 universities. Through mandatory training and innovative practices, members of the West Lake Ambassadors Project have gained extensive knowledge and a deep understanding

of West Lake cultural heritage. They have come together to inspire and influence one another, collectively promoting world heritage values from diverse perspectives. These young individuals also benefit from the cultural heritage of the West Lake, gaining a deeper understanding of their city, developing a love for local culture and a strong sense of belonging. More broadly, heritage education helps them understand their relationships with peers, society and historical development. The West Lake Ambassadors Project serves as a model that could be replicated in other communities, especially urban ones, that closely interact with local heritage.



# Conclusions and Key Takeaways

Beginning in 2021, a shared mission on heritage brought together two international organizations. The UNOSSC Cities Project launched the South-South Cities cluster on Sustainable Tourism, Heritage Protection & Creative Economy; while WHITRAP initiated the Global Awards for World Heritage Education Innovative Cases (AWHEIC) to harness the potential of heritage to contribute to sustainable city development. Through this innovative collaboration between UNOSSC and WHITRAP, this report selected 12 globally demonstrative cases of city heritage conservation in China. It provides new inspiration and insights for heritage protection innovators toward ushering in a new era for achieving sustainable development.

The mission of AWHEIC is to be a beacon for heritage protection that embraces science and creativity. By identifying globally forward-looking and model heritage education cases each year, AWHEIC is establishing an international platform for world heritage practitioners. With the rapid development of science and technology, the project recognizes that heritage will flourish while the world becomes more interconnected. With more innovators entering the field of heritage conservation and the emergence of innovative cross-border cooperation models, we are convinced that a comprehensive, systemic change in cultural innovation is on the horizon.

Driven by a shared mission, this report is the result of collaboration between UNOSSC and WHITRAP in 2023. The 12 cases in this report showcase the latest and most advanced achievements in innovative heritage conservation models in China. These cases highlight cutting-edge exploration across various fields, innovative application scenarios and methods, and the limitless possibilities for future innovation in heritage conservation. The innovation models presented in these cases are important examples for everyone in the cultural heritage domain, especially policymakers, who can adapt these models and methods to local contexts, contributing to the realization of the SDGs at heritage sites globally.

Drawing on extensive case analysis and emerging trends in science and creativity, the project has initiated a comprehensive five-in-one SCEIT model. This model encompasses the key dimensions



of future heritage innovation from five perspectives: Science, Creativity, Empowerment, Inclusion, and Transboundary Cooperation. The SCEIT model serves as a framework that integrates various fragmented cases into a coherent system. It provides a vision for the future of heritage innovation, offering essential coordinates and reference points for strategic planning:

- Embracing science: Interactive digital scenes enhance heritage education
- Inspiring creativity: Exploring new ideas and approaches to heritage education grounded in local contexts
- Empowering development: Heritage education that empowers individuals and communities to participate in the innovative and sustainable development of heritage sites
- Social inclusion: Heritage education that promotes accessible and socially inclusive innovation and development
- Transboundary cooperation: Multi-party collaboration that promotes innovation in heritage education cooperation models

This report turns a new page in the collaboration between UNOSSC and WHITRAP. It inspires the launch of a series of international pilot projects focused on sustainable city development by harnessing the full potential of cultural heritage through science and creativity. While real innovation cannot be measured by fixed standards, all innovations share some fundamental qualities, as highlighted in this report. We believe you will find common elements in these cases, such as transboundary cooperation and social inclusion. Additionally, networks can be established through case exchanges, such as the ongoing South-South Sino-Mexican digital music games programme. All participants are winners of AWHEIC, representing a remarkable example of global cooperation across the Pacific.

We hope these 12 cases inspire you, spark ideas, or help you connect with new partners who share a common mission. The report will be shared on the UNOSSC [South-South Galaxy](#) platform, which has over 600 registered institutions and features more than 950 good practices..

Finally, welcome to the UNOSSC Cities cluster and WHITRAP AWHEIC. Let's work together to achieve our shared future.



# Acknowledgement

The report on “Heritage Conservation in Chinese Cities: Good practices and experiences in the context of South-South Cooperation” is a collaborative effort between the United Nations Office for South-South Cooperation (UNOSSC), the World Heritage Institute of Training and Research for the Asia and the Pacific Region (WHITRAP) under the auspices of UNESCO, and the Human Settlements Magazine managed by the UN-Habitat.

It was developed under the guidance of Xin Li, Deputy Secretary-General of WHITRAP and Chief Planner of AWHEIC. The WHITRAP AWHEIC team, including Meiyan Zhou and Mingge Xiao, provided support for case study collection and initial drafting. The UNOSSC team, including Dingding Sun, Jingchuan Mu, Haoyun Su, Muriel Obon, Ragini Malik and Mithre Sandrasagra, contributed to conceptualization, survey design, data collection and analysis, technical coordination, substantive review and finalization. The Human Settlements magazine team, including Lin Li and Weiwei Li, contributed to coordination, data collection and analysis, and report design.

This report is part of a series of knowledge products dedicated to promoting good practices of cities in heritage conservation and education in the context of South-South cooperation. We hope this special issue can serve as a useful resource for policymakers, researchers, and development practitioners interested in exploring the potential of South-South cooperation for promoting heritage conservation.





United Nations  
Office for South-South Cooperation



**unesco**  
Centre  
Under the auspices  
of UNESCO



World Heritage Institute of Training and Research  
for the Asia and the Pacific Region  
under the Auspices of UNESCO

 人类居住