



ACTION AGENDA

PLANS TO ACCELERATE SOLUTIONS

HERITAGE, STORYTELLING, & CREATIVE INDUSTRIES

Marrakech
Partnership



MUTIRÃO
COP30
BELÉM 2025

CULTURE @ COP

- Years of advocacy on the peripheral
- COP27 - Ministerial level meeting in Blue zone > Declaration on Culture-Based Climate Action.
- COP28
 - Group of Friends of Culture-Based Climate Action
 - Global Goal on Adaptation Framework - (Target 9g)
 - Mondiacult 2025 - Barcelona Declaration on Cultural Heritage, Climate Action and the Environment
- COP30
 - Thematic Action Agenda Days
 - Plans to Accelerate Solutions (PAS)





HERITAGE ADAPTS! COALITION



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HERITAGE
THE HERITAGE MANAGEMENT ORGANIZATION



THE ROLE OF HERITAGE

Communities with a strong connection to their heritage are more resilient in times of change.



Koutammakou, Togo & Benin

HERITAGE AT RISK

- 1 in 3 natural heritage sites
- 1 in 6 cultural heritage sites
- 80% of UNESCO World Cultural Heritage sites are facing climate stress
- IPCC (2022) - cultural heritage is particularly vulnerable to increased risks during an overshoot scenario



Petra, Jordan



**Potager du Roi, Versailles,
France** Photo: World Monuments
Fund



**Kiangnan, Ifugao,
Philippines**



**Tijuana Estuary, California USA &
Mexico**



**Koutammakou, Togo &
Benin**



**Siem Reap/Angkor,
Cambodia**



HERITAGE ADAPTS!

3000 x 2030

THE CAMPAIGN

Ensure at least 3000 heritage sites and cultural practices implement locally-led adaptive strategies by 2030.



Petra, Jordan

HERITAGE IN POLICY

GGA Thematic Targets

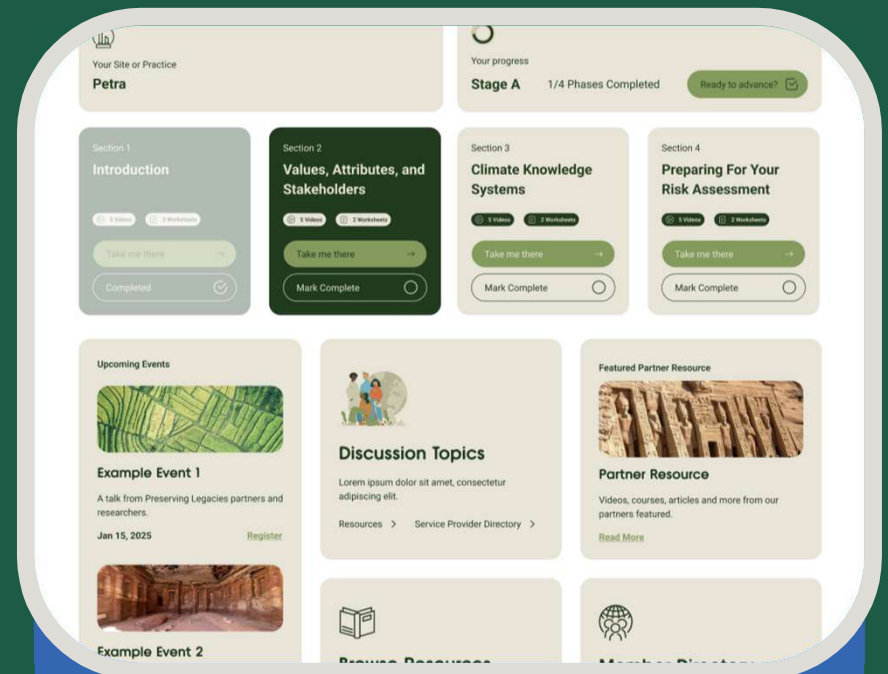
- Water
- Food and Agriculture
- Health
- Nature, Biodiversity
- Infrastructure and Human Settlements
- Poverty Eradication and Livelihoods
- **Cultural Heritage**

9(g) Protecting cultural heritage from the impacts of climate-related risks by developing adaptive strategies for preserving cultural practices and heritage sites and by designing climate-resilient infrastructure guided by traditional knowledge, Indigenous Peoples' knowledge and local knowledge systems

GST para 63g/GGA para 9g

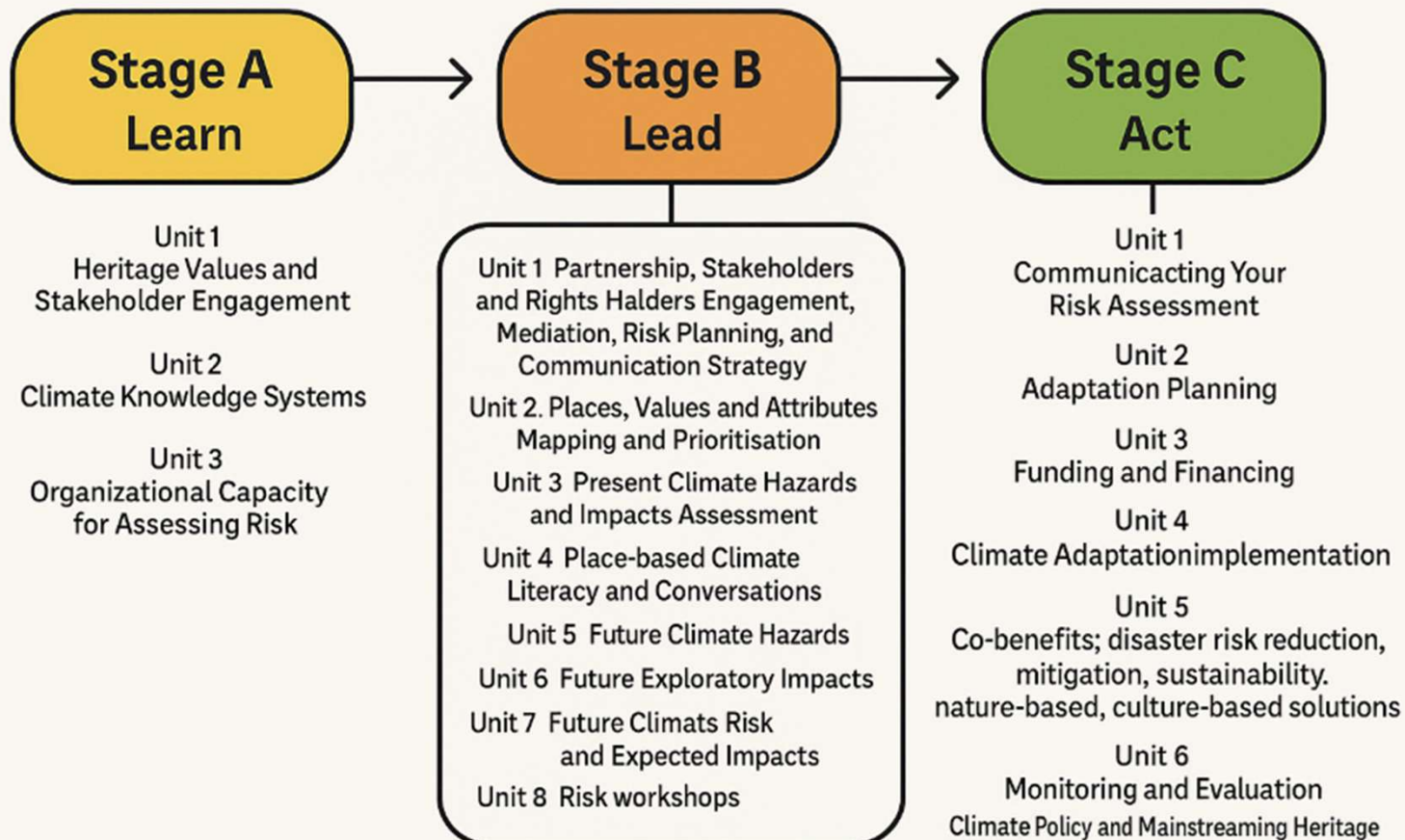
THE COMMUNITY OF ACTION

- Self-paced learning and action journey
- Individualized online dashboard to track progress
- Peer-to-peer discussion forums
- Virtual live events
- Office hours with expert advisors
- Climate Literacy Training for Heritage
- Intergenerational Climate Conversations
- And more!



Dashboard screenshot

Your Heritage Adapts Community of Action Journey

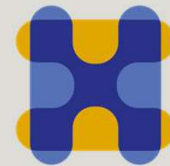


JOIN US!





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Decarbonizing the Built Environment Through Heritage

Decarbonizing new buildings is not enough.

Globally, the **building sector** contributes 42% of combined (operational + embodied) emissions,¹ uses nearly half of raw materials extracted from the earth,² and contributes up to 40% of solid waste.³

Even with commitments through the ***Buildings Breakthrough***, launched at COP28 to make net zero, resilient buildings the norm by 2030, **the industry has increased its rate of emission by 6.5% over the past decade.**⁴

1 Architecture 2030. "Total Annual Global CO2 Emissions," n.d.

2 Architecture 2030. "Total Annual Global CO2 Emissions," n.d.

3 Architecture 2030. "Total Annual Global CO2 Emissions," n.d.

4 UNEP. "2025 Snapshot on Climate Action in Buildings & Construction." 2025

Built heritage is a climate mitigation pathway!

Both tangible and intangible, designated and undesignated, ***built heritage*** offers the knowledge, practices, and places needed to rapidly decarbonize the built environment.

Practice heritage-informed decarbonization!

Heritage-Informed Decarbonization (HID)

applies wisdom, practices, and places of the past to minimize greenhouse gas emissions contributions from the built environment in the present and future.

HID applies to existing and new construction!

Traditional low-carbon repairable materials

Materials salvage, reuse & deconstruction

Building reuse conservation to adaptive reuse

Occupant comfort focused Heating cooling and ventilation

Passive design features

Occupant behaviors

Urban planning practices

Cultural practices and relationships

Knowledge capture and recovery

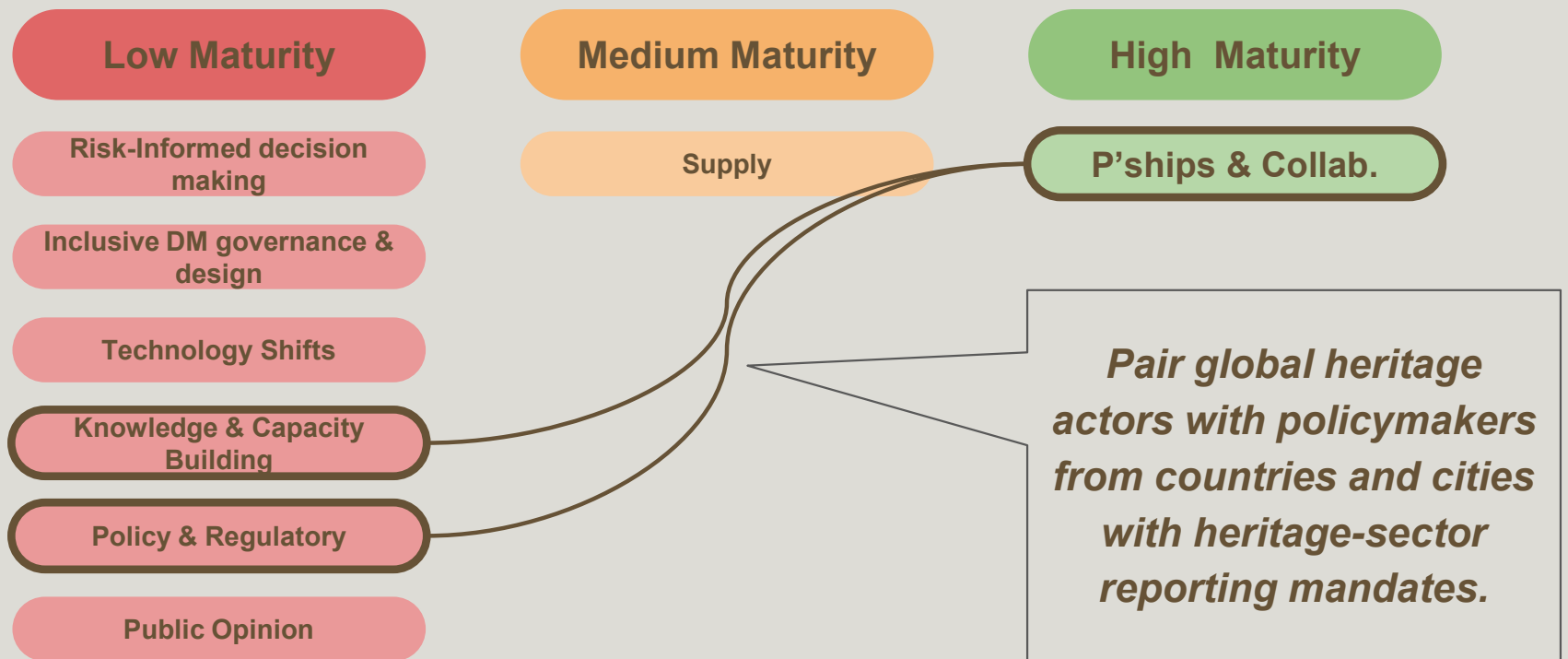
The Plan to Accelerate Heritage-Informed Building Decarbonization (KO19)

By 2028, this plan aims to **increase capacity building for policymakers to integrate heritage solutions into climate mitigation** policy in the building and construction sector **by**:

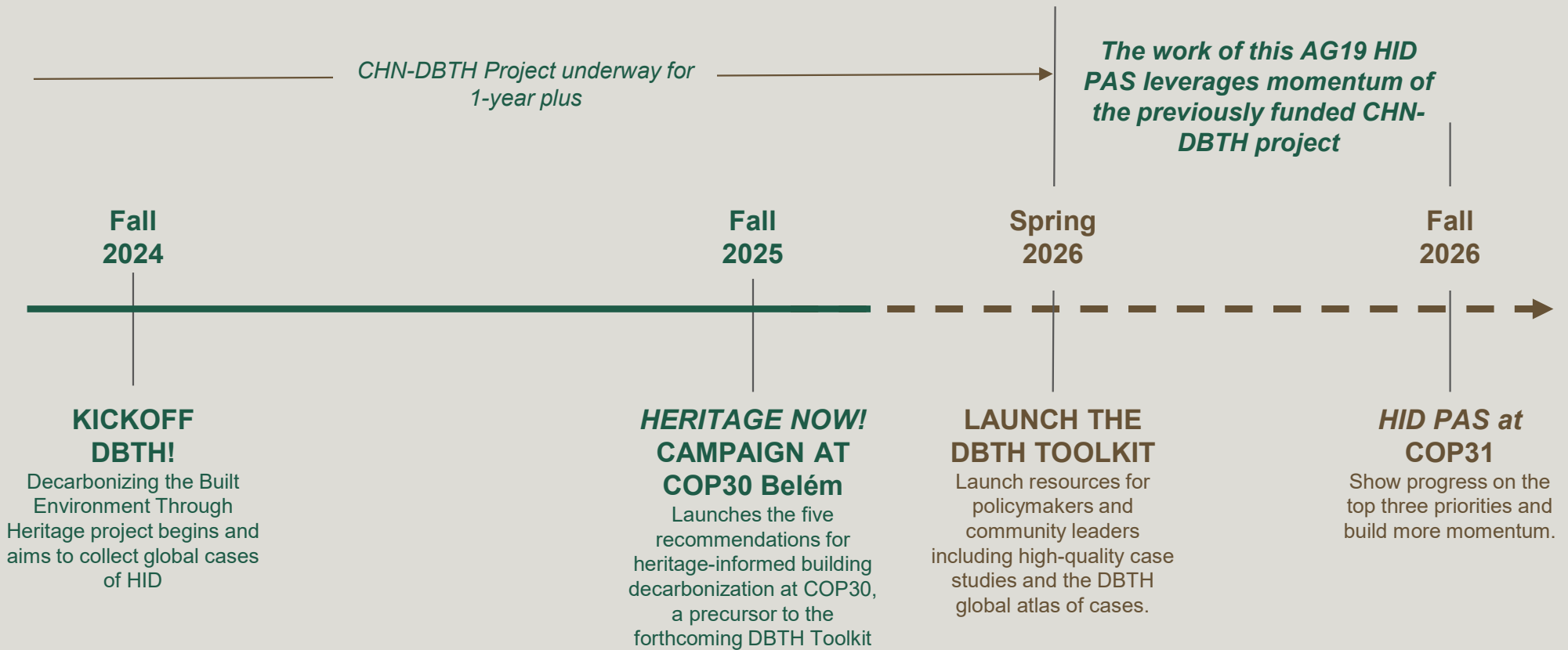
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1. **Prioritizing** HID capacity building for governments with greenhouse gas reporting mandates
 2. **Identifying** opportunities and barriers for policy-integrated HID measures.
 3. **Developing** HID Policy Integration Resources:
 4. **Implementing** a HID Policy Integration Campaign and Training Program for Policymakers
 5. **Growing** the network of HID Policymakers

HID Levers Assessment

How mature are built heritage-informed decarbonization levers and which should this PAS focus on now?



The Timeline



The Next 12 Months Goals for COP31

- **Establish a baseline** for where and how heritage is integrated into climate policy/reporting structures.
- **Estimate the carbon savings** per HID solution
- **Develop a workflow** map for integrating HID into greenhouse gas tracking and reporting, and HID maturation potential.

*Coordinate with
AG12's Plan to
Accelerate Net Zero
Energy and Resilient
Buildings*

Join us to accelerate heritage-informed decarbonization!



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LAUNCH ! CAMPAIGN LAUNCH !

Heritage Now!

Bring built heritage into the
heart of climate policy.



LAUNCH ! CAMPAIGN LAUNCH !



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THANK YOU

