

HERITAGE

INITIATIVE FOR HERITAGE CONSERVATION

OUR MISSION

The IHC is a research and training organization committed to realizing the full potential of the world's cultural heritage as a source of learning, community identity, and long-lasting economic development.

THE CHALLENGE

The world's cultural heritage, whether tangible (monuments, artifacts, etc.) or intangible (language, stories, recipes, etc.), is at risk of being destroyed or lost as a result of population growth, rapid urbanization, climate change, uncontrolled public access, or negligence. In the face of the ever-decreasing availability of public funding, it is crucial to manage heritage in more efficient and effective ways.

OUR APPROACH

The IHC plays a pivotal role in maximizing the positive impact of heritage on communities across the globe by inspiring, training and empowering heritage managers. Our community-centered, interdisciplinary approach focuses on building an international coalition of active citizens, institutions and organizations committed to best practices in heritage management. We also seek to leverage the available resources for greatest benefit.

The IHC Inspires and Educates

- Master of Arts (MA) in Heritage Management
- Capacity-building leadership development seminars and workshops
- Conferences and publications addressing current issues in the field

The IHC Fosters Strategic Use of Enabling Technologies

- Adopts and adapts new tools and methodologies for site documentation, management and preservation
- Trains heritage managers in the effective use of digital technology

OUR ACCOMPLISHMENTS

Since its inception in 2009, the IHC has proven its concept. It has:

- Established an international academic committee of thought leaders in the field from Cambridge University, Stanford University, the University of Pennsylvania, Aristotle University, and University College London.
- Launched our internationally recognized Master of Arts degree program, located in Greece. With more than 120 graduates since 2009, the program draws tier-one students from all continents including ministry of culture employees from seven countries.
- Launched leadership building and professional development seminars and workshops that have trained 125 professionals to date in a range of specialties.
- Established the IHC-NA, a U.S. 501(c)(3) charitable organization, to raise U.S. awareness, build an international base of support, and enable the IHC to scale up its reach and impact.

CURRENT PROGRAMS

Master of Arts in Heritage Management

The IHC Master of Arts (MA) degree program uniquely combines the fields of archeology and business management in collaboration with the University of Kent's Department of Archaeology and Athens University of Economics and Business. This program distinguishes the IHC from peer organizations. Now in its fifth year, the program is the highest rated heritage management program and the eighth best arts and culture management MA in the world (2014 and 2015) (<http://ow.ly/TqQ5W>).

Capacity Building – Four-Week Seminars

- **An Introduction to Heritage Management**
Inaugural session: June 2016
- **Digital Tools for Heritage Management: 3D Laser Scanning and Photogrammetry**
Offered in partnership with the University of Arkansas Center for Advanced Spatial Technologies, Leica Geomatics, Harvard University Centre for Hellenic Studies, the Municipalities of Eleusis and Nafplion, the Institute for Field Research, and the Fulbright Foundation
Trained 70 heritage managers in six years
Next session: June 2016
- **Archaeological Ethnography: Engaging Local Communities in Heritage Asset Management**
Offered in partnership with the University of Kent and Gonies Cultural Organization
Trained 10 heritage managers in two years and resulted in high research output (publications and conferences)
Next session: June-July 2016
- **Heritage Interpretation: Creating Unique Visitor Experiences from Heritage Assets**
Offered in partnership with the Swedish organization Cultural Heritage Without Borders
Inaugural session: August 2017

Executive Leadership Development – Short Workshops in Heritage Management

- **Fundraising for Heritage Organizations and Destinations**
Offered in 2015 in collaboration with the British Institute for Fundraising and the Kent Centre for Philanthropy. In 2016 offered with US based H2 Growth Consulting
Awarded the first-ever 20 diplomas in fundraising in Greece in 2015
Next session: 5-7 February 2016
- **Communications for Heritage Organizations**
Led by renowned media consultant Derwin Johnson
Trained 10 participants in 2015
Next session: March 2016
- **Brand New Thinking: Branding Heritage Assets**
Led by international heritage brand expert Frances Croxford (theseekingstate.com) and arts development expert Louise McKinney
Trained 15 participants from seven countries in June 2015 with funding from the American Express Foundation
Next session: June 2016
- **Travelling Exhibitions: A tool for museums to internationalize their brands and create alternative revenue streams**
Offered in partnership with the Victoria and Albert Museum of London, hosted by the Benaki Museum in Athens, and led by Rosie Wanek, V&A senior project manager, temporary exhibitions
Next session: Autumn 2016

FUNDING

To date it has been funded by a few passionate, generous individuals in the U.S. and Greece, several foundations, strategic institutional partners, and, to a modest degree, earned income from tuition and scholarships. In the near term, the IHC seeks:

- **Tuition, Scholarship, and Fellowship Funds** to support training students from developing countries.
- **Endowment Funds** to provide the necessary sustainability to deliver on its mission for long-term growth.

SCALING UP FOR THE FUTURE

The IHC aims to broaden and deepen its global influence in heritage conservation by:

- Building partnerships to expand international awareness and support for its mission and programs.
- Developing and expanding the network of heritage management professionals around the world.
- Increasing the efficiency and effectiveness of heritage management worldwide.
- Maximizing cultural and economic benefits of heritage for local communities.
- Enhancing public appreciation and support of heritage.
- Broadening public awareness of critical heritage concerns.
- Influencing public policy in support of heritage issues.

To achieve these aims the IHC will expand its use of communications technology in strategic ways to scale up its reach. It will:

- **Create and Disseminate Online Curricula (MOOCs) in Heritage Management** to expand programs globally.
- **Create Heritage Management Freeware** for worldwide use.