

Les Climats du vignoble de Bourgogne

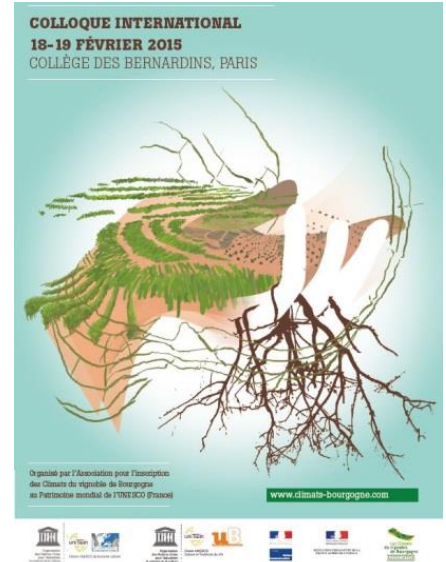
Official candidate of France Word Heritage **UNESCO**

INFORMATION PRESSE
→ 05 DECEMBRE 2014



INTERNATIONAL CONFERENCE “The heritage value of terroir-based economies as model of human development”

→ 18-19 February, Paris, Collège des Bernardins
→ 20 February, Burgundy, field visits



The Association for World Heritage inscription of the Climats of Burgundy, in partnership with the Ministry of Culture, UNESCO Chair "Culture & Traditions of Wines", Unesco Chaire "Culture, Tourism and Development", the University of Burgundy, the Permanent delegation of France to UNESCO and ICOMOS France, organize an international conference on 18-19th February 2015, at the *Collège des Bernardins*, in Paris. It will finish in Burgundy on 20th February with field visits.

From one end of the planet to the other, the words may be different but the notion of *terroir* is the same, as is the will to preserve its diversity. This shared desire brings populations together, far beyond geographical boundaries. It is essential these potential links, some dating back farther than others, which connect these *terroir* economies that produce foodstuffs including wine, tea, coffee, rice and pepper, should be sought out and maintained.

The application for World Heritage inscription of the Climats of Burgundy also aims to raise awareness of the history and the universal value of the agricultural model based on the notion of *terroir*. Such recognition will help preserve the diversity and richness of *terroir*-based economies in the rest of the world.

During the conference, five themed sessions will be offered to respond to the following criteria:

- **Sharing and understanding the complexity and diversity of *terroir*-based economies**
- **Discussing the process of international labeling**
- **Fostering sharing experiences in terms of labeling**

Around 20 site managers and scientists from countries including China, India, the Philippines and the United States will each have an opportunity to speak. The members of the conference's scientific committee include Erik Orsenna, economist and member of the Académie Française, and Jean-Robert Pitte, Professor of Geography at the Sorbonne and President of the French Mission for Heritage and Food Culture.

www.climats-bourgogne.com





Kafa Biosphere Reserve (Ethiopia)



Rice Terraces of Ifugao
(Philippines Cordilleras)



Climats of Burgundy vineyards (France)

CHALLENGES AND KEY ISSUES OF THE CONFERENCE

The “*terroir*”: a model of production and common culture to share

Promoting territories and *terroirs* by focusing on their agricultural heritage and/or their traditional agricultural products with high added value represents a constructive response to the threat of standardization and loss of identity. This process also provides a building block for a sustainable development respectful of cultural diversity and of their characteristics. It is for this reason that, nowadays, heritage preservation is fully taken into account in the cultural dimension of development.

Consequently, understanding and measuring the outcomes of heritage preservation on the development of territories and regions has become a major concern for local stakeholders, political decision-makers and professionals.

However, it is primarily the profits generated by tourist traffic in internationally reputed natural and cultural sites, such as World Heritage sites, which are taken into account when measuring heritage's contribution to economic development. This approach does not fully capture the actual diversity of the territories' heritage dimension, nor the value for development of the heritization process aiming at international labelling. Moreover, it does not entirely meet the needs of the political decision-makers wishing to make an informed choice among the multiple legislative measures to protect and promote agricultural products with high added value, in which lies the uniqueness of each *terroir*.

For this reason, when assessing how heritage preservation contributes to development, new considerations drawn from analyses carried out by economists are tending to integrate qualitative non-monetary data into valuation indicators. This research line deserves further exploration, especially for landscapes and agricultural sites which already enjoy recognized heritage value or which are in the process of obtaining an international recognition.

PROGRAM

Registration and program on www.climats-bourgogne.com/colloque

Wednesday, February 18th | COLLÈGE DES BERNARDINS, PARIS

- 8.30 am Participants registration
- 9.00 am Opening session of the Conference
- 9.10 am Presentation of the objectives of the conference
- 9.20 am **Introductory lectures “Heritage and Economy”**
- 10.20 am **Session 1 - Terroir-based economies: environment, know-how, culture and production**
- 03.00 pm **Session 2 - The heritization process: lever for local development**
- 07.00 pm **Reception at the Senate**

Thursday, February 19th | COLLÈGE DES BERNARDINS, PARIS

- 8.30 am **Introductory Lectures : ”Heritage and socio-economic benefits”**
- 9.30 am **Session 3 - The social and economic benefits resulting from heritage conservation of agricultural sites and cultural landscapes**
- 02.30 pm **Session 4 - The measures and mechanisms for protecting *terroir*-based economies**
- 05.00 pm **Session 5 – Final round table and conclusion: the heritage value of *terroir*-based economies**

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Friday, February 20th | BURGUNDY – FIELD VISITS

- 9.30 am **Visit of the Château du Clos de Vougeot** by Jean-Pierre GARCIA, Professor in geo-archeology, University of Burgundy and scientific coordinator of the application, and Marion FOUCHER, Ph.D. student in Archeology and middle-age History, ARTeHIS Laboratory, University of Burgundy.
- 11.00 am **Reading of lanscape from the Climat *la Tâche, Vosne-Romanée***, by Aubert de VILLAINÉ, joint-manager of the Domaine de la Romanée-Conti
- 12.40 pm Lunch at Beaune
- 02.30 pm **Visit of the Hospices civils de Beaune** by Laure MÉNÉTRIER, Museum Curator of the city of Beaune
- 03.45 pm **Guided tour of wine cellar and wine tasting** at the *Maison Joseph Drouhin, Maison Bouchard Père et fils* and *Maison Chanson Père & Fils*
- 05.28 pm Départure from Beaune to Paris (Arrival in the station *Paris Gare de Lyon*, 07.37 pm)

MEMBERS OF THE SCIENTIFIC COMMITTEE

- Isabelle ANATOLE-GABRIEL, PhD in history heritage, School for Advanced Studies in the Social Sciences (EHESS, Paris), France
- Jean-Pierre GARCIA, Professor in geo-archeology, University of Burgundy, France
- Yves LUGINBÜHL, Research Director, CNRS (National Center for Scientific Research), University of Paris-I, France
- Erik ORSENNA, Economist, Member of the French Academy, France
- Jean-Robert PITTE, Professor of geography, University of Paris-Sorbonne, President of the French Society of Geography, President of the French Heritage and Fooding Cultures (MFPCA), France

PRESS REGISTRATION

RETURN BEFORE 10 FEBRUARY 2015

E-mail : communication@climats-bourgogne.com / Fax : +33 (0)3 80 25 04 90

Newspaper TV Web press Radio

CONTACT DETAILS

Name of media:

Media Adress:

Journalist (name + surname):

Adress (if itis different from the media):

Email:

Phone:

Will be present :

Wednesday 18 February Thursday 19 February Friday 20 February
(limited space)

PRESS CONTACT:

Association pour l'inscription des Climats du vignoble de Bourgogne au Patrimoine mondial de l'UNESCO
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