

EU-HERITAGE: PROFESSIONAL SKILLS AND THE ADDED VALUE FROM SUSTAINABILITY.

FOCUS GROUP in SPAIN:



➤ CONCLUSIVE IDEA 1: MENTOR THE STRATEGIC VISION OF SUSTAINABILITY AND ODS IN CULTURE.

Professionals in the sector agreed of having a better awareness and knowledge of sustainability and, on the other hand, the difficulty of adding this vision without having specific resources to do so. **Resources and training are key in innovation.**

The importance of making visible the social value, that Culture already has, was also highlighted. Therefore, tools for collecting evidence and measuring impact provide added value to the sector.

The development of these competences incorporates culture to the current transversal challenges in a common and international language, and allows it to move forward in an integral management with a greater visibility.

We are committed to training leaders who expand this vision, **MENTORS FOR SUSTAINABILITY.**

➤ **CONCLUSIVE IDEA 2: SOCIAL INNOVATION EMERGES FROM SHARED LEADERSHIP. MAKE VISIBLE ACTORS FOR CHANGE.**

As we shared during the debate, the most advanced references and leaders in the application of sustainability strategies usually belong to small but high-impact local projects. **It is in small communities where the most innovative proposals emerge.**

A paradigmatic case is the good practices in the management of **cultural heritage in rural areas**, as they are leading the discourse on territorial, ecological and social development.

We find that it is a great value to study and document pioneering and innovative projects and include them as good practices in training programs. This will encourage the real learning that professionals demand and the application of knowledge to other cases.

We are committed to providing qualitative visibility to good practices in sustainability through **SHARED LEADERSHIP**.

We conclude with these **two** ideas to continue working on it, **IT IS DESIRABLE TO MENTORIZE SUSTAINABILITY AND MAKE VISIBLE THE SHARED LEADERSHIP OF GOOD PRACTICES WITH SOCIAL VALUE.**

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