





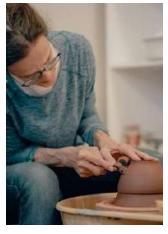
# **ECONOMUSÉE®** Network Society

ENS ÉCONOMUSÉE® NETWORK SOCIETY

#### Who we are

- An international non-profit organization that was created in 1992 and based in Québec City, Canada.
- ENS assists artisan-entrepreneurs, through business support, in preserving, enhancing and transmitting to visitors their passion and their know-how, traditional and contemporary, inspired by their cultural identity and heritage, which have been transmitted from generation to generation.
- Owner and promoter of the ÉCONOMUSÉE<sup>®</sup> concept.
- Support artisan-entrepreneurs to become a tourist attraction.







## Cultural tourism and intangible cultural heritage (ICH)



Combining tourism and the intangible cultural heritage

The intangible cultural heritage (ICH) / living heritage is a component of cultural tourism.

# Some of the domains in with ICH can be manifested (UNESCO 2003 Convention list)<sup>1</sup>

- Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage
- Performing arts
- Social practices, rituals and festive events
- Knowledge and practice concerning nature and the universe
- Traditional craftsmanship

ICH and tourists interact to reinvigorate the present by bringing the past and future together. This is the dynamic core of an enriched cultural experience.





1. https://ich.unesco.org/en/convention

## Survey on implemented sustainable actions



Starting point - ENS's contributions to the 17 SDG's in 2020

### Member's weaknesses and strengths

#### 25% or less of members take actions on:

- GHG emissions
- Sustainable mobility

#### 76% or more of respondents take actions on:

- Residual materials management
- Cultural heritage
- Protection of biodiversity
- Energy management

### **Survey's conclusion**

All 17 SDGs are met by the various actions taken by the ÉCONOMUSÉE® and some SDGs seem to get more actions than others:













Top barriers to achieved sustainability with artisan-entrepreneurs / ÈCONOMUSÈE ®







Budget



Workforce



Discouragement to act



Promote accessible tourism

#### What we've done:

- Engage in partnership with Kéroul (a nonprofit that promotes and develops accessible tourism and culture)
- Provide a training program for members and staff
- Assessment of the business/site's accessibility with Kéroul's specialists
- Advice on best practices in interior design and interpretation material
- Support access to funding
- Conditions of membership: since July 1<sup>st</sup>, 2023, achieve a partially or fully accessible rating at the end of the implementation of the ÉCONOMUSÉE<sup>®</sup>

### **Challenges:**

- High cost to meet the requirements
- Old building
- Historic building
- Insufficient space







Raise awareness about sustainability issues (members, partners and staff)

#### What we've done:

Organizing training sessions, workshops, and conferences.

- Québec's Culinary Identity
- Adaptation to climate change
- Tourism and Intangible Cultural Heritage
- Green Building
- Accessible tourism
- Sustainable tourism certification









Encourage a culture of innovation members, partners and staff

### What we've done:

- Support business shift to digital to remain more sustainable in the medium term.
- Provide digital technologies that make it simpler to change content and the visitor's experience.
- Annual awards

### **Challenges:**

- High cost of some digital /electronic tools
- Funding
- Non-specialized workforce
- Find the right solution for the artisan









Support artisans on the pathway of Sustainable tourism certification

#### What we've done:

Cohort pilot project: supporting 15 businesses in Québec to achieve sustainable tourism certification :

- Common workshop/training
- Site visits
- Provide an action plan for each artisan
- Support in "all paperwork"











### Challenges to be overcome:

- Provide advanced training in sustainable development to managers and employees;
- Offer artisans support with an environmental advisor to implement the actions with them;
- Provide best practices guides to artisans to support them before, during and after their sustainable development initiatives;
- Provide cooperative workshops to encourage artisans to share and communicate best practices.

#### Result of our first cohort

- 10 certified businesses
- 4 businesses chose not to be certified
- 1 business left the cohort





### Actions to become a sustainable tourism leader

ENS ÉCONOMUSÉE

Promoting sustainable tourism by

- Creating accessible facilities
- Democratizing access to intangible cultural heritage
- Creating experiences in a sustainable way
- Emphasizing the sustainable aspects of exhibitions/know-how
- Maintaining a responsible communication
- Training guides and hosts to become ambassadors to raise visitor awareness
- Engaging visitors in discussions about environmental stewardship, climate change, and sustainable living practices
- Creating visitor experiences that raise awareness about responsible tourism practices, environmental and cultural preservation





