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INTERNATIONAL LOCAL ECONOMIC
DEVELOPMENT FORUM

Tbilisi
LED FORUM 10th
Local Economic Development
Cities of Tomorrow

“Heritage Preservation and Local Economic Development”

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“Icherisheher”, Azerbaijan*

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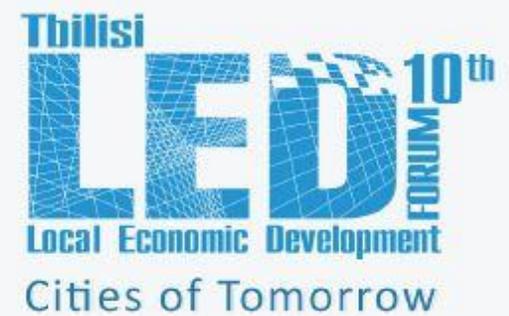
Our Heritage- ICHERISHEHER (Old city or Inner city)

- ❖ **Area of 221,000 m²**
- ❖ **Population above 3000**
- ❖ **Monuments of universal value: the “Shirvanshahs” Palace Complex, Maiden Tower and Mohammed Mosque “Synyk-kala” (Broken Tower),**
- ❖ **In 2000, it became the first location in Azerbaijan to be classified as a World Heritage**



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- ❖ **The Historical and Architectural Reserve of Icherisheher was announced in 1977**
- ❖ **In 2007 the Charter and the new status of the State Department of the Historical and Architectural Reserve of Icherisheher was approved**
- ❖ **The main responsibilities are:**
 - i. preserve the architectural monuments and urban complex of Icherisheher which has existed for thousands of years;**
 - ii. ensure the rehabilitation and maintenance of monuments existing in its area and promote the social and economic development of the city;**
 - iii. implement a long-term strategy on the transformation of Icherisheher into an international tourist centre meeting modern standards, and**
 - iv. pursue the state policy in Icherisheher.**

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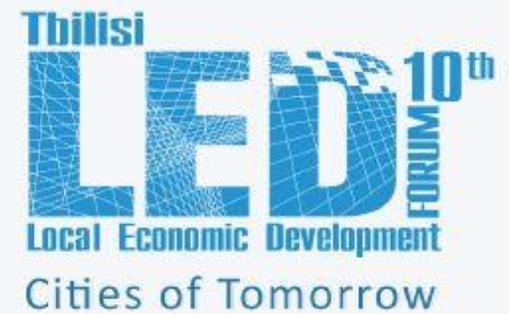
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Heritage Preservation:

- ❖ **To Study, protect, develop, administer, maintain and interpret all heritage resources**
- ❖ **To maintain and thereby increase the value of buildings by keeping their original built form**
- ❖ **To favor their restoration rather than replacement**
- ❖ **To protect the building's integrity, meaning it is still true to its own character and history**

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What is LED?

- **Ensuring that the local investment climate is functional for local businesses;**
- **Supporting small and medium sized enterprises;**
- **Encouraging the formation of new enterprises;**
- **Attracting external investment (nationally and internationally);**
- **Investing in soft infrastructure (educational and workforce development, institutional support systems and regulatory issues);**
- **Supporting the growth of particular clusters of businesses;**

Source: World Bank- <http://www.worldbank.org/en/topic/urbandevelopment/brief/local-economic-development>

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What does LED mean for our institution?

- ✓ **Providing appropriate policy considering opinions of all stakeholders**
- ✓ **Ensuring sustainable development of the local strategies**
- ✓ **Applying those strategies based on the value proposition of the city:**
 - **historical significance**
 - **unique atmosphere**
 - **international importance of the monuments**
 - **interconnection between old and new city**
- ✓ **Improving living conditions for habitants by providing new job opportunities and skills**
- ✓ **Increasing employability and technical skills of current employees**

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Challenges of Local Economic Development

- ✓ **Communication problem on dialogue between public and private sector**
- ✓ **Enable conducive business environment**
- ✓ **Complexity of bureaucratic services**
- ✓ **Transparency and Corruption Problem**
- ✓ **Competitiveness of new business sectors**
- ✓ **To many products imported that could be produced locally**
- ✓ **Strict control of various government agencies**
- ✓ **Lack of foreign and domestic investments**

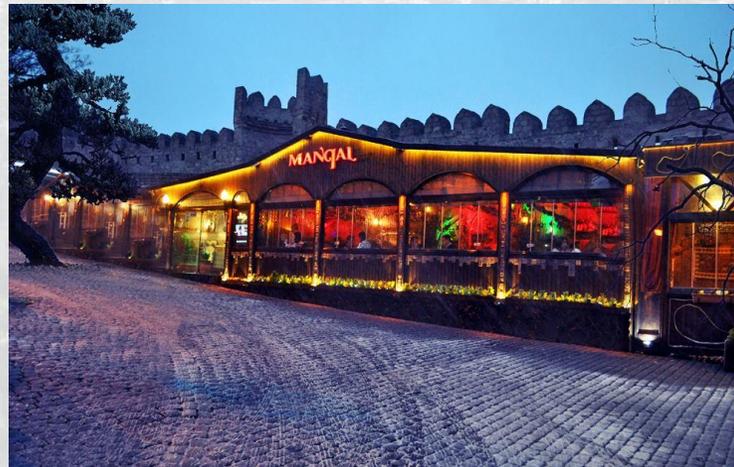
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Samples:

- ✓ **The restoration of architectural monuments and their use as a commercial-oriented facilities**
- ✓ **Construction of new light and mobile business facilities**
- ✓ **Development and marketing of a new F&B area**
- ✓ **Giving chance to local people to produce and sell their own product**
- ✓ **Restoration of forgotten arts**
- ✓ **Socially oriented projects**



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Infrastructural project samples:

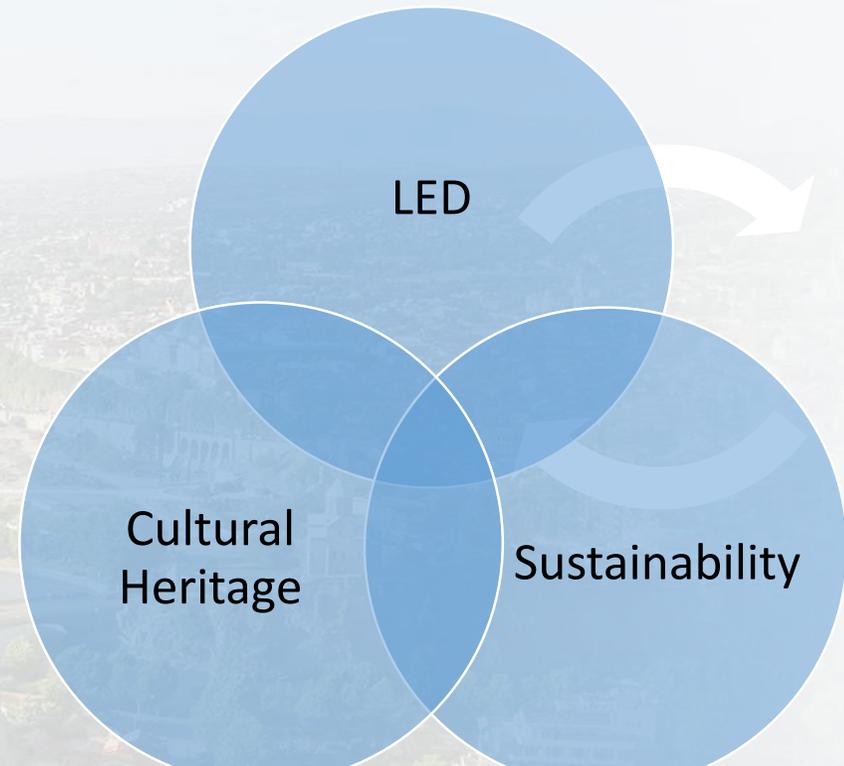
- ✓ **Arrangement of one-sided traffic flow**
- ✓ **Paid entry to the city:**
 - **for reducing cars, which enter the city**
 - **more comfortable environment for the tourists**
 - **more convenient conditions for city residents**
- ✓ **Organization of electric car services on the territory**
- ✓ **Cultural promotional events: (Forgotten recipes, Forgotten crafts, traditional holidays)**

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Opportunities:

- ✓ **Old city is classified in world heritage Site by UNESCO and in this light:**
- ✓ **Promotion of cultural heritage**
- ✓ **Implementation of Green Policies**
- ✓ **Tourism Development → Trade Development**
- ✓ **IT friendly environment**
- ✓ **Promotion of Heritage through art**
- ✓ **Archeological and scientific researches**
- ✓ **Prospects for development of hand craft business**



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