**Title slide**

Thank you. It is a great honour to address you at this ‘For ever, for everyone’ conference, celebrating the first five years of the Czech National. I am very proud to be a part of this moment in the organisation’s history having been involved since the beginning.

I am glad to see so many friends and colleagues here today and welcome those representing INTO member organisations. I’d like to convey our thanks to all our hosts, and particularly Monsigneur and the team here at the wonderful Strahov Monastery. What a fittingly beautiful place to be contemplating the future of heritage in the Czech Republic. I am looking forward greatly to today’s conference.

**Slide 2**

You’ve heard from Tim about the National Trust in England, Wales and Northern Ireland.

What you may not know is that there are National Trusts all over the world. And I have the honour of being Secretary-General of INTO, the International National Trusts Organisation. We have 75 member Trusts worldwide, and all of them share a passion for the heritage of their country.

They are not all the same. Some are large, long established organisations with large memberships and strong public support (National Trust in England, Wales and Norther Ireland, National Trust for Scotland and US National Trust for Historic Preservation).

**Slide 3**

Others are small or new organisations running almost entirely on voluntary energy and doing their best simply to get heritage ideas on the agenda, such as in Zimbabwe (as we’ll see). And all shapes and sizes in between, like the Czech National Trust, Gelderland Trust, Jersey, Bermuda and Australia, including some that are closely allied to Governments (such as Fiji and Trinidad) and others that are fiercely independent and highly critical of official action – or indeed inaction – such as An Taisce (Ireland), and Malta, who we saw protesting on the first slide.

However, it doesn’t matter how big or small you are – working in partnership with others is vitally important, as is engaging the public.

**Slide 4**

We surveyed our members recently and identified five primary threats to heritage.

Our world is an unstable and unpredictable place at present. Governments across the globe face uncertainties and political minefields, and nowhere is there enough money.

The risk is that heritage is simply too low on the agenda to count.

**Slide 5**

Of the five threats to heritage identified by INTO members, the greatest was apathy.

Lack of interest; a lack of understanding of heritage amongst people and governments all around the world. A failure to stand up to bad planning decisions; a low position in government priorities and consequently lower levels of funding and support.

But whilst it’s perhaps the greatest threat, it’s also a great opportunity for organisations like ours and INTO members are doing some excellent work to reach out and engage people. (Talk about later)

**Slide 6**

Not all INTO members own historic properties or monuments – like the Australian Capital Territory which instead supports and encouraged community involvement in heritage activities and issues – or INTACH, the Indian National Trust, which has entered into many Public-Private-Partnerships like this conservation project in Mumbai – INTACH provided the know-how; the government provided the building and funding came from a private foundation.

Many people view “public-private partnerships” with suspicion. Private sector money? Private sector interference! Government regulation? Sounds like more red tape! Which risks undermining the heritage cause. And that isn’t always good news.

**Slide 7**

There were mixed feelings in Rome, for example where conservation work at important sites has been funded by multinational companies. And of course, there are risks, especially if the corporate voice is stronger than the heritage voice.

But not even the richest of countries has sufficient financial resources in the public or voluntary sector to own, rehabilitate and maintain all the heritage buildings worthy of preservation. And left to themselves Governments don’t always do the right things. The Government of South Australia recently got itself into a pickle wanting to sell off a historic house (Martindale Hall) left to it in somebody’s will for public enjoyment.

The trick is getting the right sort of partnership, where the purpose and focus of the project delivers for heritage, with commercial and other ambitions supporting not distorting the heritage goals. That is of course easier said than done, but it’s a skill we must seek and learn. Because I don’t believe any of us can manage on our own.

And so, once again, I want to focus on the catalytic role the voluntary sector can play.

**Slide 8**

The ‘This Lighthouse Matters’ campaign by the National Trust for Canada is a crowdfunding website and competition that allows groups with worthy heritage projects to compete for cash prizes and raise funds.

Last year, $300,000 was distributed to community projects and over 200,000 people voted.

**Slide 9**

Other success stories include FAI, the Italian National Trust’s Spring Days Programme opens the doors of sites not normally open to the public. 1,100 places in 430 towns across Italy over one weekend this March.

**Slide 10**

The National Trust in the US does much important work to raise the profile of preservation, at its 27 sites but also by encouraging and inspiring others, like through their #thisplacematters campaign.

A simple idea which has grown into a national campaign. (Download a ‘this place matters’ sign. Take a photograph of a place that’s meaningful to you. Upload it and tell a story about why it matters; why you can’t live without this special place. Brilliant.)

**Slide 11**

Smaller scale projects can be really impactful too. This is an education project run by the Zimbabwe National Trust, which has helped raise public awareness of the country’s cultural heritage, skills and dance. Some of the children had never even been to this National Park before, despite living only a stone’s throw away. We were thrilled to be able to fund this through INTO’s small grants programme

And over 93% of all Irish schools are currently participating in An Taisce the National Trust for Ireland’s Green Schools programme.

The members of INTO are incredibly different but there are common threads running through our thinking, our structures, our priorities, what inspires us and the challenges we face.

Something they do all agree on is that they can’t protect heritage without the collaboration of others. National Trusts arepassionate and full of good ideas, but Governments need to designate the sites they want saved; Governments need to set the right priorities for heritage departments; and – crucially – influence other parts of Government so that heritage ideas aren’t railroaded over by transport, economics or building programmes. And very often National Trusts have little or no money, and this can be provided either by Governments or private sector partners.

As a result, many of our members have been involved in successful partnerships:

**Slide 12**

The USA National Trust pioneered its *Main Street* programme back in 1977. Aimed at revitalising older downtown districts abandoned when people headed for out of town malls, it has inspired communities to come together, to work with local businesses and town authorities to create a different future for their towns, in which the historic streets can be transformed into buzzing, vibrant destinations.

The statistics speak for themselves! Main Street has become the most cost effective economic development program in the country!

**Slide 13**

The National Trust of Australia persuaded the authorities that an authentic historic ship, the *Polly Woodside*, at the centre of the private redevelopment of the Melbourne Waterfront would give the site greater integrity and meaning. The investment has paid off for all parties.

**Slide 14**

My last successful example is Walcott Place in Saint Lucia. In the year 2000, the childhood home of Nobel Laureate, Derek Walcott was given to the Saint Lucia National Trust which worked in partnership with government and local business to rehabilitate the building and create a museum.  It was a slow process which finished last year. Phase 2 of the ambitious project includes opening a café in this previously depressed area and the eventual acquisition and regeneration of a largely abandoned neighbourhood.

**Slide 15**

Partnership and public engagement are two main themes of our EU-funded Innocastle Project which brings together partners in Belgium, Netherlands, Spain and Romania (with the UK).

The goal is to develop heritage friendly policies in the European regions – and improved funding for heritage. There are three main stages to the project: a joint baseline survey of existing policies and practices; study visits to each partner organisations to learn and share; and the development of regional action plans to improve particular policy instruments.

**Slide 16**

***Monumentum*** – Heritage Ambulance is a pilot project whereby experts identify urgent heritage interventions, raise funds needed and with the help of volunteers carry out safeguarding works.

**Herita** – INTO member organization in Flanders with 3 main roles: Management and development of their 9 sites; growing public support through the regions Heritage Open Days; and establishing a self-help network for organisations involved in heritage (like the Heritage Alliance in England).

**Slide 17**

We’ve been thinking a lot about partnership in the INTO office lately: partnerships with communities and stakeholders; the importance of working cross-sectorally (urban/rural; state/ngo; private/public); international partnerships between INTO member organisations and what it means to be part of the wider INTO family.

We no longer live in a ‘command and control’ world. We live in the age of partnership. None of us can do it alone and to achieve our goals, all of our organisations need to work in partnership.

Our heritage is a universal asset – it’s for everyone to enjoy and for us all to protect.

**Slide 18**

But by using partnerships, and drawing on our long experience of doing so, we can move forward.

Despite what some people think, heritage is about the future, not the past. By working together, with the right objectives and the right partners, we can achieve great things.

Thank you for inviting me to your conference. It’s so great to be here to celebrate and discuss with you. We all have so much to learn and share. And in times like these, we need good networks and partnerships more than ever.

**Slide 19**

Thank you.