



Wheel chart of sustainability

HOW TO USE THE WHEEL CHART OF SUSTAINABILITY

1. **Choose** a living heritage phenomenon or activity that interests you.
2. **Look** at the topics on the edge of the outer sleeve.
3. **Choose** an interesting topic and explore the questions.
Try to be open-minded and avoid obvious answers.
4. **Explore** as many topics as you like.
What are the new thoughts (1-3)
you could put into practice?

Intangible Cultural Heritage

ROLE OF ECONOMICS

ECONOMIC EQUITY

What is the role of money for the activity?
 Can the activity be practiced regardless of one's wealth?
 Are there any resources that can be shared?

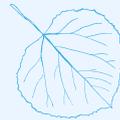


What economic opportunities are generated through the activity?
 How is ethics and ownership acknowledged in the commercialization of the activity?
 How can the activity be commercialized without jeopardizing its vitality?



ECOLOGY

How does the activity impact nature?
 How can we make the activity more environmentally friendly?
 What are the possibilities to promote environmental awareness through the activity?



NATURE

How is nature explored through the activity?
 How does the activity promote the value of nature?
 What elements of the activity improve empathy towards all life forms?



INTERACTION

How can the activity enable interaction between people?
 How can the activity enhance the experience of a meaningful life?
 Are there any elements that could create respect in the society?



ACCESSIBILITY

Is the activity open and available to all?
 How does it build a sense of community?
 How does the activity promote participation?



OWNERSHIP

How are you invested in the activity?
 What does the activity mean to other people?
 Can the ownership of the activity be shared?



CONTINUITY

If the activity disappears, what will be lost?
 Why is it important to continue the activity?
 How can the activity be changed?



Intangible Cultural Heritage: Wheel chart of sustainability

This wheel chart has been developed as a part of the project
*"NORTHERN DIMENSION PARTNERSHIP ON CULTURE:
CREATING NEW PRACTICES OF SUSTAINABILITY
- Cross-sectorial creativity in the era of climate change"*

which is a creative response for supporting sustainable development by using art and culture as activators for developing the social discourse in an eco-social, economic and cultural direction.

The tool is also part of the implementation of the UNESCO Convention on the Safeguarding of the Intangible Cultural Heritage in Finland. We hope it will be used by many all over the world!



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