



grassroots
young entrepreneurs in eco-health tourism

Welcome to Assessing Culture, Heritage & Building Impacts Questions



Download the Culture, Heritage, Building Impact Assessment Questions. They will help guide you on how to identify and minimise your idea's culture, heritage and building impact(s). Each question has an exercise and prompts to guide your answers.

Assess Culture, Heritage & Building Impacts



5 Questions

Focusing on Key Culture, Heritage & Building Impact Areas

Entrepreneurs can focus on key areas in their idea that may impact culture, heritage and building sustainability.

- Interacting with different culture, heritage, building sites and environments
- Direct and indirect impact
- Contribute to heritage preservation
- Promote local culture & heritage
- Engage audience appreciation

5 Exercises

Young entrepreneurs get to dig deeper to understand their idea's culture, heritage and building impact and what they can do to minimise impact.

- Explore, understand and assess their environmental impact
- Identify opportunities, risks and challenges and come up with practical solutions
- Create and apply simple plans with easy-to-implement actions that are easy to track

8 Culture, Heritage, Building Impact Tools

This toolbox is designed to effectively support entrepreneurs by simplifying the process of building sustainable, impactful ideas. These tools provide a structured framework for evaluating, managing, tracking, and enhancing the culture, heritage and building sustainability of any project or business concept. Using these tools, ideas become more effective, efficient and manageable. [Access Toolbox.](#)

First: What to Avoid!



Before diving into the questions, it's important to understand what to **avoid** when dealing with cultural, heritage, or building assets. Reflect on potential risks to ensure your idea respects and enhances these elements:



- **Cultural Insensitivity:** Avoid activities that misrepresent, exploit, or harm cultural traditions and practices. Instead, promote authentic experiences that honour local customs.
- **Heritage Destruction:** Prevent damage to historical buildings, landmarks, or sites of significance. Design your idea to enhance preservation efforts.
- **Building Neglect:** Protect the aesthetic and structural integrity of buildings by using sustainable materials and respecting historical designs.



Instead, design your idea to connect people with culture, heritage and local architecture while protecting it for future generations.

Consider conservation efforts like preserving historic landmarks, restoring culturally significant buildings, supporting traditional craftsmanship, and promoting local festivals or rituals.

By keeping these priorities in mind, you can design your idea to actively protect culture, heritage, and building assets while promoting positive change. This approach ensures that your project not only avoids harm but also contributes to the preservation and celebration of local identity, history, and craftsmanship. Now, let's move on to the questions that will help you assess your cultural, heritage, and building impact and ensure your idea aligns with these goals.

Assess Culture, Heritage & Building Impacts – Questions & Exercises

Focus Areas	Questions	Exercises
<p data-bbox="112 303 301 401">1 </p> <p data-bbox="73 467 291 571">Interacting with different sites & environments</p>	<p data-bbox="382 408 703 552">What cultural, heritage, buildings, sites and environments will your idea interact with?</p>	<p data-bbox="776 274 1846 423">Think about where your idea will take place or what sites, traditions, or building elements it will involve. Could it affect places or practices of cultural or historical importance? This includes heritage sites, historical buildings, and cultural festivals.</p> <ul data-bbox="776 432 1837 685" style="list-style-type: none">• Make a List: Write down the key cultural, historical, or building sites, landmarks, or traditions that your idea will engage with.• Get to Know Them: Research their significance. What makes them special? Are they listed as protected or under threat? For example, a building might be historically significant due to its age or design, or a festival might hold deep cultural meaning.• Plan to Care: Think of one or two ways your idea can support preservation, such as promoting awareness, using culturally respectful materials, or involving local communities in safeguarding these assets.
<p data-bbox="112 751 330 838">2 </p> <p data-bbox="73 918 324 983">Direct and indirect impact</p>	<p data-bbox="382 801 722 983">How might your idea directly and/or indirectly negatively impact local traditions, heritage or architecture?</p>	<p data-bbox="776 725 1769 798">Consider whether your idea could unintentionally harm cultural traditions, heritage sites, or building features e.g., by over-tourism, misuse, or neglect.</p> <ul data-bbox="776 806 1827 1057" style="list-style-type: none">• Spot the Risks: List potential impacts, such as overcrowding, litter or physical damage at heritage sites, disrespectful representation of traditions, or structural damage to historic buildings.• Find Solutions: Brainstorm ways to minimise these risks, like creating visitor guidelines, providing educational tours or workshops, using eco-friendly materials, or consulting with local cultural experts.• Choose the Best Ideas: Pick the most practical solutions that align with your idea’s goal while respecting and preserving cultural and heritage values.

Focus Areas	Questions	Exercises
<p data-bbox="112 227 166 303">3</p>  <p data-bbox="75 369 255 472">Contribute to heritage preservation</p>	<p data-bbox="382 330 736 434">Could your idea contribute to heritage preservation efforts?</p>	<p data-bbox="778 194 1812 265">Consider opportunities how your idea can go beyond the avoidance of harm and actively contribute to preserving culture and building assets.</p> <ul data-bbox="778 314 1841 565" style="list-style-type: none"> • Identify Opportunities: Look for areas where your project could support preservation, such as funding restoration projects, hosting cultural events, or partnering with volunteers or heritage organisations. • Collaborate: Reach out to local groups, volunteers, historians, or architects to explore potential partnerships or gain insights. • Develop a Preservation Plan: Outline one or two concrete actions your idea can take to protect or restore cultural and building heritage, such as organising a fundraiser for renovations or promoting sustainable tourism practices.
<p data-bbox="108 642 162 718">4</p>  <p data-bbox="75 800 316 871">Promote local culture & heritage</p>	<p data-bbox="382 723 736 827">Does your idea celebrate and promote local culture, traditions, or architecture?</p>	<p data-bbox="778 603 1773 674">Think about how your idea can actively highlight the value of local culture, traditions, or architecture in a way that educates and engages others.</p> <ul data-bbox="778 723 1812 942" style="list-style-type: none"> • Highlight the Unique: Identify one or two elements of the culture, tradition, or architecture that your idea could showcase, such as local crafts, building styles, or traditional dances. • Create a Plan: Develop ways to integrate these elements into your idea respectfully. For example, consider hosting workshops, collaborating with local artisans, or designing events that highlight these traditions. • Promote Inclusivity: Ensure your plan includes opportunities for the local community to participate, ensuring that your efforts are authentic and beneficial to them.



Focus Areas	Questions	Exercises
<p data-bbox="112 398 285 485">5 </p> <p data-bbox="73 565 301 634">Engage audience appreciation</p>	<p data-bbox="382 527 730 672">How will you engage your audience to appreciate cultural and building significance?</p>	<p data-bbox="776 361 1789 437">Think about how you can raise awareness and inspire others to value and protect cultural and building heritage.</p> <ul data-bbox="776 483 1837 831" style="list-style-type: none"><li data-bbox="776 483 1789 574">• Understand Your Audience: Identify who you want to reach—local communities, tourists, visitors, schools, or partners—and their level of awareness about the cultural or building significance.<li data-bbox="776 579 1808 670">• Create Engaging Content: Develop simple and compelling ways to share your message, like storytelling, guided tours, or interactive exhibits. For example, use posters, social media, or digital tools like Canva to make your message visually appealing.<li data-bbox="776 675 1837 736">• Encourage Participation: Plan activities like cultural walks, building tours, or workshops to get people involved and engaged.<li data-bbox="776 741 1798 831">• Track and Share Success: Document and share your efforts through stories, photos, or measurable results. Highlight the positive impact your idea is making on preserving culture and building heritage.