THIRD UNESCO WORLD FORUM ON CULTURE AND CULTURAL INDUSTRIES - CULTURE, CREATIVITY AND SUSTAINABLE DEVELOPMENT. RESEARCH INNOVATION OPPORTUNITIES

The event took place from 2nd to 4th October 2014 in Palazzo Vecchio, Florence, Italy, organised in cooperation with the Italian Government and with the support of the Tuscany Region and the Municipality of Florence. Along with government officials and members of the civil society, it brought together international experts and academics from all around the globe. Ar. Yasmeen Lari, CEO Heritage Foundation of Pakistan, as one of the guest speakers invited by UNESCO, presented a paper on the work of the Foundation. The presentation related to DRR (disaster risk reduction)-compliant zero carbon footprint cultural products being created by rural women in flood affected areas in Sindh.

A story on Lari’s presentation was published in the French Newspaper Le Monde, on the 9th of October, highlighting HF’s eco-sustainable initiative; using local-traditional methods and materials like mud, lime and bamboo to build in rural areas of Pakistan. It spoke about the floods in Sindh and HF’s Community Based Disaster Risk Management programme, through which the communities then built eco-toilets, elevated smokeless stoves, as well as earthen platforms.


Link to the article.