



CIAV - International Committee for Vernacular Architecture

Strategic Plan 2021/2023

Introduction

This is the strategic plan for a new cycle for CIAV, which is characterized by many changes, challenges and opportunities. The present plan is drafted during the corona virus pandemic, the commitment by ICOMOS to place cultural heritage within endeavours to achieve the UN Sustainable Development Goals (SDGs), and after the announcement by ICOMOS GA2020 of climate and ecological emergency.

A new Bureau is elected after the steady growth and success of CIAV for nine years, led by the previous bureau over three cycles. The new bureau started office in January 2021 and consists of:

Mr. Hossam Mahdy, President;
Ms. Marwa Dabaieh, Vice President;
Ms Shao Yong, Vice President; and
Mr. Ivan Enev, Secretary General.

Mission

CIAV's objective is to promote the identification, evaluation, protection, conservation and revitalization of Vernacular Architecture, in keeping with ICOMOS' objective to foster international co-operation. CIAV forms an international network that defines, improves and promotes conservation principles, standards, research, responsible practice, innovation and knowledge about the built vernacular heritage. According to its strategy established in the year 2000, CIAV's aims are: to offer a global view on the conservation of the vernacular tangible and intangible heritage, to provide a forum for the examination of the built vernacular heritage and to provide specialists with advice on its conservation.

Vision

As an ICOMOS Scientific Committee, CIAV aims to bridge the gap between academic research and professional practices in the field of vernacular built heritage study, conservation and management. The "new normal" during and after the corona virus pandemic opened a new window of opportunity for CIAV by the normalization of virtual meetings, webinars, and conferences, which permitted more members to participate and brought to the fore impressive contributions from emerging professionals (EP in 2023s), promising a more dynamic future for CIAV.

Strategic priorities/ objectives

The following objectives will be the priorities for CIAV activities for the present cycle 2021/2023:

1. Supporting ICOMOS Triennial Strategic Plan (TSP) and other ICOMOS activities;
2. Collaborating with other ICOMOS ISCs and WGs;
3. Increasing the visibility and relevance of CIAV in the field of vernacular built heritage;
4. Adapting CIAV procedures, activities and ways of communications to the “new normal” (see 6.below);
5. Engaging and empowering emerging professionals (including mentorship arrangements);
6. Addressing geographical imbalance of membership;
7. Engaging all members in CIAV activities;
8. Continuing collaboration and coordination of events with VERNADOC camps; and
9. Outreaching for institutions, initiatives, projects specializing in the vernacular built heritage around the world on international, regional, national, and local levels.

Action plan

1. CIAV annual conferences and meetings

- a. Annual conference 2021 will be held in Lund in August 2021:
Coordinated by Marwa Dabaieh, CIAV Vice President,
Supported by ICOMOS Sweden in collaboration with ISCEAH, IWC & ISCES,
The conference is planned for 28 to 30 August 2021 in Lund, Sweden,
Conference theme: “Earthen and wood vernacular heritage and climate change”,
The proceedings of the conference will be published.
- b. Annual conference 2022:
No offer is made to CIAV Bureau for hosting CIAV 2022 conference. However, the Bureau is reaching out to colleagues from Africa with the hope of holding the conference in Sub-Saharan Africa as it is the only region that no CIAV conference was held in. It is hoped that other ISCs and WGs will join CIAV for this endeavour. Discussions have started with ICTC as they showed interest in joining forces with CIAV.
- c. Annual conference 2023:
CIAV will join other ICOMOS members and groups for ICOMOS scientific conference that is planned in Australia in 2023. There will be no separate CIAV conference. However, the event will be an opportunity to communicate with other ISCs and WGs for potential future collaboration.

2. Collaboration with ICOMOS ISCs and WGs

As the vernacular built heritage is a multidisciplinary theme, there are great possibilities to collaborate with different ICOMOS ISCs and WGs on crosscutting themes. This will be pursued whenever possible by joint conferences, webinars, publications and activities.

3. Support of ICOMOS TSP and other ICOMOS activities

CIAV will support align activities with the identified themes by ICOMOS each year:

- Active participation in the annual scientific symposia. CIAV proposes a workshop with the title “Living vernacular built heritage and climate change” for this year’s symposium themed: “Living Heritage and Climate Change”. CIAV will actively participate in the next two years symposia either collectively or through the participation of CIAV

individual members.

- CIAV will celebrate 18 April, the International for Monuments and Sites as per the themes that are identified each year by ICOMOS Advisory Committee.

4. CIAV Newsletter

Shao Yong, CIAV Vice President, is the Editor in Chief of CIAV Newsletter.

Erin Guerra, CIAV representative at EPWG (Emerging Professionals Working Group) is the proofreader for CIAV Newsletter.

A new design, structure, and editorial procedure are developed for the newsletter.

An Editorial Committee is formed, and guest editors will be invited for different issues.

5. CIAV visibility

Opportunities to increase the visibility and relevance will be sought by encouraging members to advocate CIAV's activities through their networks and the different social media platforms as well as the organization of physical and virtual events and activities.

6. Adapting to the “new normal”

New modes of work, meetings, and activities that became the “new normal” during the pandemic will be explored for the work of CIAV in the post-pandemic times, such as virtual meetings, online exhibitions, webinars and virtual visits to places of cultural significance.

7. CIAV membership

Ivan Enev, CIAV Secretary General is the Membership Manager.

Efforts will be made as follows:

- Emerging Professionals (EPs) will be encouraged to join CIAV and to assume duties and tasks supporting the CIAV Bureau in order to prepare future leaderships for CIAV. Also, mentorship arrangements will be organized to pair EPs with CIAV expert members.
- Geographic balance of membership representations in CIAV will be sought by encouraging memberships from under-represented regions.
- Engaging all CIAV members will be sought by inviting and encouraging members to engage in different CIAV activities and discussions and in initiating activities that build on their expertise and knowledge in the field of vernacular heritage.

8. VERNADOC

Collaboration with the VERNADOC initiative for the documentation of vernacular built heritage will continue by coordination with CIAV expert member and leader of VERNADOC Markku Mattila

9. Outreach outside ICOMOS

CIAV Bureau will endeavour to outreach to professional and academic individuals, groups and institutions specializing in the vernacular built heritage and related issues for possible collaboration and exchange of knowledge and expertise.

Drafted by Hossam Mahdy and presented to CIAV Bureau on 20th May 2021

Commented on, and edited by CIAV Bureau on 29th May 2021

Commented on by CIAV members on 4th June 2021