

# Context Document

## Davos<sup>2023</sup> Alliance

Conference of Ministers of Culture  
14 – 16 January 2023, Davos Switzerland



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

January 2023



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## Summary

The second conference of Ministers of Culture 2023 on high-quality *Baukultur* in Davos is hereby invited, in collaboration with the World Economic Forum, to launch the new Davos *Baukultur* Alliance across the public and private sectors and civil society.

The central focus of the 2023 high-level conference is to continue the commitment entered into with the Davos Declaration 2018 for high-quality *Baukultur* via the Davos Process and to show that creating high-quality *Baukultur* produces benefits for society and adds economic value through more durable assets and favourable conditions for economic welfare. It can be achieved only by common efforts and through the responsibility of all involved actors.

*Baukultur* and the criteria for its improved quality have to date mainly been discussed and advanced within the cultural arena. Initial goals have thus been achieved. However, now interdisciplinary, cross-sectoral and multi-level collaboration of companies internationally active in construction, real estate or finance; national ministries/agencies for culture and other relevant domains; intergovernmental organisations and international non-governmental organisations engaging in *Baukultur*, is needed. The private sector has an extraordinarily strong influence on the living environment and its quality. A common approach is required that benefits society and the private economy.

Our living environment is only liveable when it has high-quality *Baukultur*. That means a healthy economy, inclusive society and protected environment that will remain available in high quality as a livelihood for future generations. The real estate market has recognised these demands, its stakeholders will have to meet exacting environmental, social and governance standards to stay relevant in the future. High-quality *Baukultur* offers a promising innovative framework for the market and society with its holistic and recognised approach. A reorientation of this nature is needed in view of the urgent and major challenges facing the construction sector: development oriented towards comprehensive cultural values of our living environment is sustainable and pays off financially over the medium and long term.

There is strong evidence that better designed spaces provide private and social benefits in terms of function and form, that they are more sustainable, increase the wellbeing of residents, add to sense of place, have lower operation costs and, as a result, rent and sell at higher market prices. Returns on investments in high-quality *Baukultur* exceeding costs suggest that whoever invests in high-quality *Baukultur* can do well by doing good. Nevertheless, there are market failures to consider and possibly eliminate and this can only happen through dialogue, exchanging knowledge and cooperation.

Responsible cooperation between all the *Baukultur* stakeholders is also needed given the global context with the major challenges of climate change and climate adaptation, in light of the major greenhouse gas emissions by the construction sector, population growth in cities and, in conjunction with that, the depopulation of rural areas, major migration flows for all sorts of reasons, digitalisation and the globalisation of all areas of life and the effects of pandemics. However, there is currently no structured dialogue or exchange between the public sector and politics, the private sector and civil society to achieve the common goal of high-quality *Baukultur*.

The Davos *Baukultur* Alliance is an informal network of international *Baukultur* actors meeting in regular plenary meetings and focus groups to conduct this dialogue, analysing *Baukultur* challenges and proposing new solutions. Its members commit to the Davos Declaration 2018 and the Davos *Baukultur* Quality System. Its organisation is governed by a steering committee drawn from the Alliance members. The Alliance is hosted by the World Economic Forum (WEF). Switzerland will cover the operating expenditure for the first five-year period 2023–2027.



# 1 *Baukultur* and high-quality *Baukultur*

## *The concept of Baukultur*

*Baukultur* covers all activities that change our living environment. That includes the preservation of historic components just as much as current construction or planning for the future. *Baukultur* manifests itself in the design of buildings, heritage conservation, transformation of existing constructions, urban planning, infrastructure, the shaping of landscapes, open and public spaces. *Baukultur* equally comprises the processes and techniques leading to the results of the living environment. Our *Baukultur* shapes the surroundings and the surroundings shape us. Always related to specific places and human beings, building and spatial planning is culture and creates spaces for culture.

However, the term *Baukultur* does not in itself imply any value judgement about the spatial or aesthetic qualities of the living environment. Only high-quality *Baukultur* ensures a well-designed living environment and leads to well-designed and lively cities and villages with enough services to meet changing social requirements, while preserving their historical character at the same time. The Davos Declaration 2018 “Towards a high-quality *Baukultur* for Europe”<sup>1</sup> formulates the need for this new adaptive approach based on culture. High-quality *Baukultur* focuses on cultural and social needs building social cohesion and not only fulfilling functional, technical and economic requirements. Cultural heritage is a crucial component of that. It ensures sparing use of natural resources and thus contributes to environmental sustainability, health and the wellbeing of all. High-quality *Baukultur* is expressed by the application of conscious, well debated design to every building, space planning and landscaping activity, not only to important public planning and buildings.

The need for high-quality *Baukultur* is recognised as an important political and social issue in today's Europe and beyond. Together with international partners, the Swiss Federal Office of Culture has therefore elaborated the Davos *Baukultur* Quality System<sup>2</sup> defining eight criteria to evaluate the quality of planned and existing *Baukultur*. This system was included in an Open Method of Coordination (OMC) report by the European Commission<sup>3</sup> as a basis for assessment and it was adopted by the Council of the European Union<sup>4</sup> in 2021 as a definition tool for high-quality architecture.

Creating high-quality *Baukultur* produces benefits for society and adds – inter alia – economic value through more durable assets and favourable conditions for economic prosperity. It can only be achieved through the common efforts and responsibility of all involved actors. That is why the Davos conference participants already stressed in 2018, that *Baukultur*, as a common good,<sup>5</sup> is the shared responsibility of the public and private sectors and civil society.

## *The Partners of the Davos Declaration*

The Davos Declaration “Towards a high-quality *Baukultur* for Europe” was adopted in January 2018 by the ministers of culture and heads of delegations of the signatories of the European Cultural Convention and of the observer states of the Council of Europe, a total of 33 countries,<sup>6</sup> and representatives from intergovernmental organisations: the Council of Europe, the European Commission, the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and

<sup>1</sup> Davos Declaration 2018, articles 7–9: <https://davosdeclaration2018.ch/en/dd/nav/index/davos-declaration> (accessed 28 July 2022).

<sup>2</sup> Davos *Baukultur* Quality System (2021). Eight criteria for a high-quality *Baukultur*: <https://davosdeclaration2018.ch/en/dd/nav/index/quality-system> (accessed 28 July 2022).

<sup>3</sup> European Commission, Directorate-General for Education, Youth, Sport and Culture, Towards a shared culture of architecture: investing in a high-quality living environment for everyone: report of the Open Method of Coordination (OMC) group of EU Member State experts, 2021: <https://data.europa.eu/doi/10.2766/88649> (accessed 28 July 2022).

<sup>4</sup> Council conclusions on culture, high-quality architecture and built environment as key elements of the New European Bauhaus initiative 2021/C 501 I/03: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52021XG1213%2803%29> (accessed 28 July 2022).

<sup>5</sup> See high-quality *Baukultur* as a common good and a shared responsibility in: Towards a European vision of high-quality *Baukultur*, context document to the Davos Declaration 2018, p.10: <https://baukultur--production--storage.s3.amazonaws.com/baukultur/2022-06-09-075742--context-document-en.pdf> (accessed 23 September 2022).

<sup>6</sup> AT, AZ, BA, BG, CH, CZ, DE, EE, ES, FR, GB, GE, GR, HU, IS, IT, LI, LT, LU, LV, ME, MK, MT, MX, NL, PL, PT, RS, SE, SI, SK, SM, UA in January 2018. Belgium signed the Declaration in autumn 2018. Finland joined in 2021.

UNESCO; international non-governmental organisations (NGOs): the Architects' Council of Europe (ACE-CAE), Europa Nostra, the European Council of Spatial Planners (ECTP-CEU) and the International Council on Monuments and Sites (ICOMOS).

They accepted the invitation by the President of the Swiss Confederation Alain Berset to meet in the run-up to the World Economic Forum (WEF) in Davos. Following the conference, numerous organisations, institutions, companies and individuals from *Baukultur*-related domains and disciplines have become partners<sup>7</sup> and committed themselves to high-quality *Baukultur* in general and to the Davos Declaration 2018 in particular. The Davos *Baukultur* community is made up of the partners of the Davos Declaration.

### *The Davos Process*

The first Davos *Baukultur* conference and the Davos Declaration 2018 mark the starting point of the ongoing Davos Process which, with many intermediate events and initiatives, has most recently led to the second conference in January 2023 with the launch of the Davos *Baukultur* Alliance.

The Davos Process focuses on two things: the scientific and content discourse, consolidating the concept of high-quality *Baukultur*, its core principles and criteria by research and scientific as well as public debate. The other focus area is the strategic and political level, showing the scope for implementing better high-quality *Baukultur* policies on a national and regional level. A selection of relevant events and initiatives of the Davos Process are presented in the Annex.<sup>8</sup>

### *The New European Bauhaus*

The EU initiative New European Bauhaus aims to connect the European Green Deal to the daily lives and living spaces of European citizens. By creating bridges between different approaches, building on participation and co-creation at all levels, the initiative brings together sustainability, aesthetics, and inclusion to imagine sustainable living. The communication of these goals through events, awards and lighthouse projects is a key activity of the initiative.

Thus, the New European Bauhaus and the movement for high-quality *Baukultur* as launched by the Davos Declaration 2018 and supported by the criteria of the Davos *Baukultur* Quality System, are mutually reinforcing initiatives. The overarching goals of the Davos Process were endorsed by the Council of the EU (Education, Youth, Culture and Sports) in its Council Conclusions on culture, high-quality architecture and built environment as key elements of the New European Bauhaus initiative of 29–30 November 2021.<sup>9</sup>

### *High-quality Baukultur as a common good*

The common good is a political, social and legal guiding concept. It is aimed at determining and securing the interests of a community. It refers to the common goals and purposes that people join together to achieve. The common good is to be determined in ongoing social negotiation processes and political or legal procedures.<sup>10</sup>

A well-designed living environment with a better quality of life for all raises immediately the question of the common good. High-quality *Baukultur* as a common good can thus only be achieved by a conscious approach with joint efforts and debate. The vision of the necessity and the value of an improved quality of our living environment must be shared by politicians, the public and economic leaders, as well as the civil society. All stakeholders must take ownership of and responsibility for high-quality *Baukultur* with common efforts.

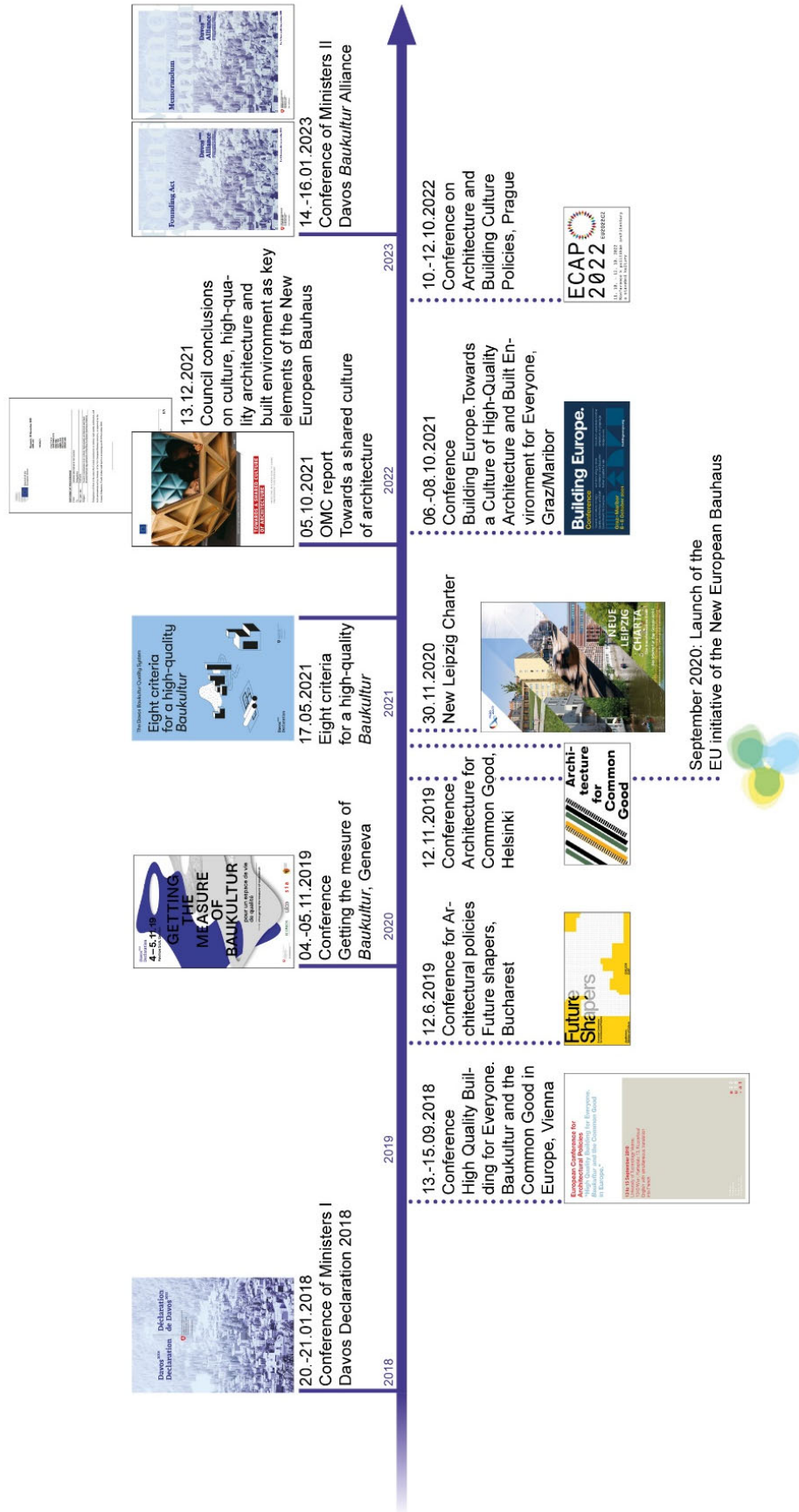
<sup>7</sup> Partners of the Davos Declaration: <https://davosdeclaration2018.ch/en/dd/nav/index/partnes> (accessed 28 July 2022).

<sup>8</sup> See chapter 6, Annex, p. 22.

<sup>9</sup> See note 3 and 4.

<sup>10</sup> Ludger Gailing, Timothy Moss: «Gemeinwohl». In: ARL – Akademie für Raumforschung und Landesplanung (Hrsg.): Handwörterbuch der Stadt- und Raumentwicklung. Hannover 2018. p. 773-778: <https://nbn-resolving.org/urn:nbn:de:0156-5599709> (accessed 18 November 2022).







## 2 The Davos *Baukultur* Alliance

The second Davos conference centres on the importance of cooperation between the public and private sectors and civil society for a better quality living environment and the launch of the Davos *Baukultur* Alliance.<sup>11</sup>

The Davos *Baukultur* Alliance is an informal network of international *Baukultur* actors. It institutionalises a structured dialogue between the national ministries/agencies for culture and other relevant domains; companies internationally active in construction, real estate or finance; intergovernmental organisations and international non-governmental organisations engaging in *Baukultur*. The Alliance facilitates close multilevel, cross-sectoral, and interdisciplinary cooperation and makes an important and concrete contribution to mainstreaming the overarching values and goals of the Davos Process, along with the New European Bauhaus activities and other international and national initiatives and projects.

The Davos *Baukultur* Alliance reaches out to stakeholders on national, regional, and local levels and encourages them to engage in multistakeholder cooperation to put high-quality *Baukultur* into action. Alliance members disseminate and promote their knowledge and skills in their respective domains and sectors and take on board experiences and lessons learned from small-scale initiatives to adapt and improve the conditions for implementing high-quality *Baukultur*.

This will create a common understanding, trust, knowledge and expertise and simplify the exchange of needs, experiences and views in connection with *Baukultur*, its quality and importance to the market and within society. The aim of the Davos *Baukultur* Alliance is to improve cooperation among all relevant stakeholders and assume shared responsibility for the common good that comes from high-quality *Baukultur*. There will be discussions of key issues in focus groups leading to innovative improvements in the *Baukultur* quality of our living environment. Specifically, the following topics could be looked at in greater depth:

High-quality *Baukultur* for everyone!

How to create affordable places of high-quality *Baukultur*? *Baukultur* is not only for a few. All groups in society should be able and allowed to live and work in a high-quality environment. Therefore, investing in and implementing high-quality *Baukultur* is an economic, social as well as cultural act that must support social cohesion and decrease inequality. From a market perspective, however, high-quality *Baukultur* is often associated with higher rents and thus better returns on investment. Yet, cultural actors do not consider high-quality *Baukultur* to be particularly expensive: there is a high-quality best practice for places, building and planning that does not turn into higher costs. This is important because places lack quality in terms of social cohesion and residents' wellbeing. Improvements in terms of quality are necessary. Costs, return on investment, low-cost quality aspects, economic mechanisms, affordability, specific regulations and possible incentives are aspects that may be discussed to create economically viable ways to create affordable, high-quality *Baukultur*.

High-quality *Baukultur* for sustainability

The big transformation with high-quality *Baukultur*: climate change, loss of biodiversity, energy crises, digital transformation, lack of resources and materials: what are the ways to tackle these interlinked and multifaceted issues maintaining and contributing to a high-quality environment? Sustainability is an inescapable topic and transformation process in a demographically rapidly changing society and environment. To date, however, efforts leading to a more sustainable environment are not sufficient. Therefore, new and more sustainable efforts are required to mitigate negative impacts and unsustainable behaviour. Yet high-quality *Baukultur* can contribute to a more sustainable environment and must be considered as a key element for an increasingly sustainable world. This means that *Baukultur* must become inherent in actions and initiatives for more sustainability regarding, for example, biodiversity, demographic and climate change as well as supporting the implementation of the circular economy and building in existing contexts. Innovations in *Baukultur* that contribute to a more sustainable living environment and future of our society are required.

<sup>11</sup> See the founding act of the Davos *Baukultur* Alliance: <https://baukultur--production--storage.s3.amazonaws.com/baukultur/2022-10-17-095956--davos-2023-alliance-founding-act-consultation.pdf>.

## High-quality *Baukultur* governance

New governance for better building: what are appropriate governance models, formal and informal tools and processes for high-quality *Baukultur*? What changes are needed for our planning and approval systems? How to integrate multisectoral thinking and solutions in monothematic regulations? The contribution of governance to successful high-quality *Baukultur* developments should be discussed. This includes topics such as the implementation of proven informal and formal tools, shared governance and public-private governance, systems of incentives for high-quality contributions and quality-orientated public procurement to ensure that high-quality *Baukultur* is an economic success factor with social benefits. This requires fundamental discussions on the organisation of future cooperation and the identification of instruments for good processes (e.g., success beyond strict regulations) and practices.

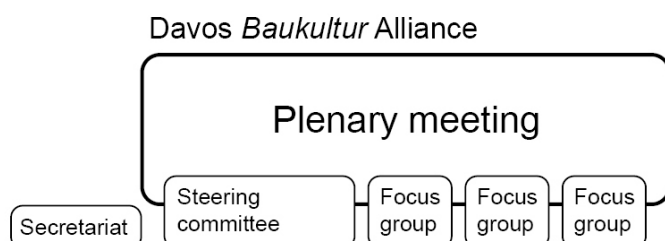
## High-quality *Baukultur* qualifications

How to create an advantage for those who are doing better? Research shows that the information asymmetry regarding the recognition of quality is a market failure. The harmonisation of the question of *Baukultur* qualities is achieved through communication and qualifications (e.g., *Baukultur* labels), transparency of quality efforts and cross-sectoral comprehensibility. Yet, a plethora of existing labels and standards is challenging the industry, the public and society. How can high-quality producers be distinguished to turn their efforts into a market advantage? Considering the development and implementation of a qualification instrument for high-quality *Baukultur* at international level, there can be drawn orientation from the German initiative of the Kodex für *Baukultur*,<sup>12</sup> with companies of the real estate industry committing to comply with certain principles as part of a self-regulatory process.

## Education and training for high-quality *Baukultur*

In view of the increasing democratic participation in *Baukultur* related tasks, education is gaining in importance. In schools, awareness of and knowledge about high-quality *Baukultur* must be promoted, but how? Education and training programmes in crafts, construction, urban planning, landscape architecture and spatial development today take place in specialised, separate training courses. As a result, cross-cutting issues such as *Baukultur* and its quality are only dealt with selectively and interdisciplinary processes remain the exception. How can the exchange and cooperation between the disciplines be strengthened? How can more qualified young people be motivated for these professions? How can construction-related companies train their employees in a low-threshold and yet efficient way to perceive *Baukultur* and its quality principles and to implement them successfully in their activities? Common efforts of public and private sectors as well as civil society are essential in this regard.

The outcome of discussions among Alliance members will be presented at regular plenary meetings, online conferences, public events and on the Alliance website. This gives *Baukultur* greater visibility and everyone benefits from the knowledge gained, direct exchange and influence on *Baukultur* policies in this multi-sector international network.



Operating model of the Davos *Baukultur* Alliance, © FOC 2022

<sup>12</sup> Kodex für Baukultur of the Institute for Corporate Governance in the German Real Estate Industry (ICG) and the German Federal Foundation for Baukultur (see also chapter 6, Annex, p. 24): <https://www.bundestiftung-baukultur.de/publikationen/der-kodex-fuer-baukultur> (accessed 17 November 2022).

The members of the Davos *Baukultur* Alliance commit to the objectives and principles of the Davos Declaration 2018 and the Davos *Baukultur* Quality System and strive to implement high-quality *Baukultur* in their activities. The Alliance is governed by a steering committee drawn from the Alliance members from the public sector, private sector and civil society. The committee is responsible for the rules of procedure to be agreed by the members. The Alliance's secretariat is hosted by the World Economic Forum (WEF). It will take care of the organisational matters, the website of the Alliance and the implementation of the Alliance's annual working programme as determined by the Alliance's steering committee. Switzerland will cover the operating expenditure for the first five years (2023-2027).

The conference participants are invited to become founding members of the Davos *Baukultur* Alliance.

### 3 Resilience to crises in a global context

The whole world is facing major transformations with drastic consequences for our livelihood and the living environment. While major changes used to occur in relatively limited areas, today they usually spread across countries or continents at astonishing speed. No country or region can remain immune to developments emanating from or triggered in some distant location in this age of globally networked politics, economies and trade, the extreme mobility of large population groups and capillary communication to the most remote corners of the earth: that includes the living environment and the construction and real estate industry.

One example of globalisation effects with, until recently, unimagined consequences – including for *Baukultur* – is pandemics like Covid-19. They have a major influence on the living environment, on where and how people work and live, on their quality of life. They affect the housing, commercial real estate and mortgage market. Pandemics induce shifts and changes towards smaller, lower-cost metropolitan areas, households moving for health and safety reasons, households across the income spectrum as well as geographies placing a higher value on larger spaces for home offices or remote learning as well as access to outdoor space, rental demand for small apartments and studios lagging behind multi-bedroom units. The office sector is, unsurprisingly, in the midst of a major reset with different outcomes based on location and whether a building has flexible layouts and better ventilation systems.<sup>13</sup> It remains unclear whether all these trends or which of these trends will endure. It is nonetheless foreseeable that the need for flexibility and convenience in the residential and office sector will, to a certain extent, remain or even grow within the real estate market, with the rise of working from home/working from anywhere and, as a result, living anywhere.

Deglobalisation tendencies are also growing as a counterweight to globalisation. This is to be seen as a structural development towards lower interdependence of trade flows and reduced direct investment abroad. At the same time, economic policymakers are distancing themselves from further world market integration due to conservative-isolationist motives or active eco-socialist or eco-regional strategy in connection with the decentralisation and regionalisation of goods production. These tendencies are also to be seen as a reaction to the negative perception of international dependencies and susceptibility to political blackmail with regard to commodities, energy and other supplies, the destruction of livelihoods, displacement and migration.<sup>14</sup> One heinous example of that is Russia's military aggression against Ukraine since February 2022. This conflict is having catastrophic consequences at a global

<sup>13</sup> PWC, Emerging Trends in Real Estate 2022: <https://www.pwc.com/us/en/industries/financial-services/asset-wealth-management/real-estate/emerging-trends-in-real-estate.html> (accessed 29 July 2022).

<sup>14</sup> <https://en.wikipedia.org/wiki/Deglobalization://> (accessed 29 July 2022).

level and for Europe, where it affects the most varied aspects of political, economic, working and everyday life. The crisis<sup>15</sup> is a direct expression of the global interconnections and dependencies most affecting the weakest members of every society.

### *Climate change and climate adaptation*

Anthropogenic climate change urgently calls on all of us to adopt countermeasures and change our behaviour. The report by the United Nations Environment Programme (UNEP)<sup>16</sup> states that the buildings construction industry<sup>17</sup> caused just under 40 percent of global final energy and energy-related CO<sub>2</sub> emissions in 2020, meaning it fell well short of the goal in the 2015 Paris Agreement, i.e. to keep average global warming well below 2 degrees. That is due, on the one hand, to the continued use of coal, oil and gas for heating and cooking as consumption goes up in those regions of the world that depend heavily on fossil fuels. In addition, there are the greenhouse gas emissions caused by the preparation of building materials and the grey energy stored therein and the entire lifecycle of buildings must also be taken into account. The UNEP report covers Europe as well and the efforts of different countries to develop strategies with a whole-life carbon perspective, carbon emissions arising from the built environment during both the use of buildings (operational emissions) and their construction (embodied emissions).<sup>18</sup> It will therefore take a lot more effort to limit climate warming caused by the building sector. Current and new buildings must be climate-neutral and adapted to the changed climatic conditions.

The European Commission names the following as key principles for building renovation in its renovation strategy:<sup>19</sup> energy efficiency first, affordability, decarbonisation and integration of renewables, life-cycle thinking and circularity, high health and environmental standards, tackling the twin challenges of the green and digital transitions together and respect for aesthetics and architectural quality. High-quality *Baukultur* is the intensified renovation, refurbishment and conversion of existing buildings, evaluating all interventions on the basis of the buildings' entire lifecycle. It minimises the carbon impacts on new and existing buildings from the start (e.g. lean construction, low-carbon materials and construction processes, etc.), as well as taking steps to avoid future carbon emissions during and at the end of the lifecycle (e.g. maximise the potential for renovation, future adaptation, circularity, etc.).<sup>20</sup>

The climate system is changing fast in a number of ways. On a global level there are, for example, more tropical hurricanes, disastrous forest fires and the retreat of the Arctic sea ice. We now have to increasingly expect longer and more intense heatwaves, dry spells and heavy rain requiring changes in settlement areas and agricultural land.<sup>21</sup> The scientific outcome of the International Co-Sponsored Meeting on Culture, Heritage and Climate Change (ICSM CHC) with the Global Research and Action Agenda on Culture, Heritage and Climate Change report and the three associated white papers<sup>22</sup> are

<sup>15</sup> E.g. territorial integrity and sovereignty, international humanitarian law and human rights, security and affordability of food and energy supplies, mobility of people and goods.

<sup>16</sup> United Nations Environment Programme UNEP (2021). 2021 Global Status Report for Buildings and Construction: Towards a Zero-emission, Efficient and Resilient Buildings and Construction Sector. Nairobi: <https://www.unep.org/resources/report/2021-global-status-report-buildings-and-construction> (accessed 29 July 2022).

<sup>17</sup> UNEP (2021), p. 15: Buildings construction industry: industry devoted to manufacturing building construction materials such as steel, cement and glass. Indirect emissions are emissions from power generation for electricity and commercial heat.

<sup>18</sup> UNEP (2021), p. 23: However, the European policy landscape is set to change. In the Renovation Wave strategy, the European Commission has adopted the principle of "life cycle thinking and circularity" to make buildings "less carbon-intensive over their full life cycle" (European Commission 2020a). The ongoing review of key policy and legislative files – such as the Energy Performance of Buildings Directive, the Energy Efficiency Directive and the Construction Products Regulation – is likely to start integrating whole-life carbon in the policy framework.

<sup>19</sup> European Commission (2020). A Renovation Wave for Europe: Greening Our Buildings, Creating Jobs, Improving Lives. Brussels. Brussels, 14.10.2020, COM (2020) 662 final: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52020DC0662> (accessed 13 December 2022).

<sup>20</sup> UNEP (2021), p. 16.

<sup>21</sup> Sixth Assessment Report of the IPCC, Climate Change 2021: The Physical Science Basis, Working Group I, August 2021: <https://www.ipcc.ch/report/ar6/wg1/> (accessed 19 August 2022).

<sup>22</sup> International Co-Sponsored Meeting on Culture, Heritage and Climate Change (ICSM CHC) (2022). Global Research and Action Agenda on Culture, Heritage and Climate Change. Charenton-le-Pont & Paris, France: ICOMOS & ICSM CHC, 2022: <https://openarchive.icomos.org/id/eprint/2716/>; related to this report: tree white papers: ICSM CHC White Paper I: Intangible Cultural Heritage, Diverse Knowledge

relevant in this regard. An ultimate aim of these materials is to catalyse new research and collaborations and to expand global capacity in connecting culture, heritage and climate to be translated into inputs into key climate science initiatives being launched as part of the IPCC's forthcoming Seventh Assessment cycle (AR7).<sup>23</sup>

High-quality *Baukultur* is reflected in suitable, quality-design-oriented measures that mitigate the temperature rises in settlement areas and ensure the flow of cool air from the landscape. It is conducive to planting trees, creating green spaces, fountains and open water bodies in settlement areas, it reduces sealed land and waste heat from traffic, industry and buildings, avoids locating buildings in a way that impedes air circulation to reduce heat island impacts. This is not just good for the local climate, it also improves quality of life and mitigates any adverse health impacts resulting from heat and high relative air humidity.

Gardens, trees, meadows and planting areas, green facades and roofs, green traffic islands and other green elements as well as streams and their banks do more than make settlement areas look better. Adding a good level of greenery with the maximum possible amount of vegetation native to the area also helps bring down the temperature in settlement areas. In addition, it is good for quality of life, ecological connectivity and biodiversity. Climate change and loss of biodiversity are two global environmental challenges closely connected to urban processes. Urban expansion invades local habitats, while urban land connections simultaneously degrade distant ecosystems.<sup>24</sup> Another problematic area is resource scarcity and the need for sustainable resource management which, in settled areas, for example covers scarcity of land/soil, minerals, water, food, energy, forests, biomass, biodiversity and its use and management, including deconstruction of obsolete buildings and subsequent use, design and renaturalisation of the remaining area. The EU Science Hub of the European Commission, Joint Research Centre (JRC), has made significant contributions in this context with scientific evidence throughout the whole policy cycle.<sup>25</sup>

The overall goal lies in protecting the planetary boundaries and saving social, natural, cultural and economic resources. The future *Baukultur* in Europe and beyond will emphatically have to “move with” nature, instead of controlling it; biobased and nature-inclusive construction are part of this.

### *Demographic changes*

Exponential global population growth in cities means depopulation of large rural areas. Across the world, high-income countries have the highest shares of people in cities and their commuting zones (functional urban areas or FUAs) but that proportion is growing faster in poorer countries. Between 1975 and 2015, the population living in FUAs increased from 2.1 billion (or 51.5% of the world population) to 4.9 billion (53.7%).<sup>26</sup> Projections indicate that the global population in cities of all sizes will increase, albeit more in larger cities than smaller ones.

Agricultural areas face particularly difficult demographic, structural and ecological challenges. Debates in peripheral areas always include the following keywords: rural exodus, depopulation and aging, low immigration and xenophobia, restoration of social infrastructure, reduction in village functions, land degradation and resulting loss of productivity through agricultural industrialisation and above all loss of

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Systems and Climate Change: <https://openarchive.icomos.org/id/eprint/2717/>; ICSM CHC White Paper II: Impacts, vulnerability, and understanding risks of climate change for culture and heritage: <https://openarchive.icomos.org/id/eprint/2718/>; ICSM CHC White Paper III: The Role of Cultural and Natural Heritage for Climate Action: <https://openarchive.icomos.org/id/eprint/2719/> (all links accessed 15 September 2022).

<sup>23</sup> IPCC Seventh Assessment cycle (AR7) including a Special Report on Cities and a new assessment by IPCC Working Group II on climate impacts, adaptation and vulnerability; as well as IPCC input into the UN Framework Convention on Climate Change (UNFCCC) Global Goal on Adaptation work plan launched at COP26 (the 2021 United Nations climate change conference).

<sup>24</sup> Thomas Elliot, Benjamin Goldstein, Erik Gómez-Baggethun, Vânia Proença, Benedetto Rugani, Ecosystem service deficits of European cities. In: Science of The Total Environment, Vo. 837, Sept. 2022: [https://ec.europa.eu/energy/sites/ener/files/eu\\_renovation\\_wave\\_strategy.pdf](https://ec.europa.eu/energy/sites/ener/files/eu_renovation_wave_strategy.pdf) (accessed 19 August 2022).

<sup>25</sup> EU Science Hub – science and knowledge for Europe: [https://joint-research-centre.ec.europa.eu/index\\_en](https://joint-research-centre.ec.europa.eu/index_en) (accessed 19 August 2022).

<sup>26</sup> OECD Global trends in city population growth (2020): <https://www.oecd-ilibrary.org/sites/967a3098-en/index.html?itemId=/content/component/967a3098-en> (accessed 29 July 2022).



quality of cultural and everyday landscapes. In Europe, rural areas are the heartbeat of the European way of life and home to 137 million people, equivalent to about 30% of the population and over 80% of the territory,<sup>27</sup> although they have an older population: rural and remote areas have the lowest shares of the EU's population in age groups below 50 years,<sup>28</sup> poverty and social exclusion are higher in rural areas.<sup>29</sup> The European Commission aims to fulfil the objectives of the long-term vision for the EU's rural areas in 2040<sup>30</sup> through the Rural Pact<sup>31</sup> launched in December 2021 and the rolling EU Rural Action Plan. The goal is to bring a positive strategy to counter rural shrinkage, both a demographic and economic phenomenon,<sup>32</sup> thus helping rural areas manage their numerous economic, ecological and social challenges.<sup>33</sup> The European Commission's new common agricultural policy 2023–2027<sup>34</sup> will also be key to securing the future of agriculture and forestry, as well as achieving the objectives of the European Green Deal.

Natural catastrophes and the consequences of climate change, such as droughts and ensuing food shortages, floods and debris flows as well as armed conflicts and politically or economically alarming and uncertain conditions cause major migration flows resulting in human catastrophe. The people affected by these catastrophes seek protection and work nearby where possible, however, they often have no option but to leave their home and country. The living environments destroyed by catastrophes have to be rebuilt. Housing and employment opportunities must be provided so the remaining and displaced persons can live with dignity.

Mass emigration mainly impacts cities, including in Europe. In 2016, the Urban Land Institute started a research project that identified challenges as well as opportunities for the real estate industry.<sup>35</sup> One finding was that more experts are needed with knowledge of migration and land use as well as of real estate. "Study findings suggest that migration is not perceived to have changed local housing markets in any significant way but is considered to have added to the problems of an already overstretched residential market".<sup>36</sup> The ongoing urbanisation process in Europe and beyond has put considerable pressure on affordable housing for all, but especially for the weakest.<sup>37</sup> Key findings in Europe are reduced home ownership of third-country nationals, overcrowding among the non-EU-born, housing cost overburden among non-EU-citizens and positive impact of housing subsidies.<sup>38</sup>

<sup>27</sup> European Commission (2021). A long-term Vision for the EU's Rural Areas – Towards stronger, connected, resilient and prosperous rural areas by 2040. Brussels, 30 June 2021, COM (2021) 345 final: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52021DC0345> (accessed 29 July 2022).

<sup>28</sup> EU rural areas in numbers: [https://ec.europa.eu/info/strategy/priorities-2019-2024/new-push-european-democracy/long-term-vision-rural-areas/eu-rural-areas-numbers\\_en#:~:text=Demography,age%20groups%20below%2050](https://ec.europa.eu/info/strategy/priorities-2019-2024/new-push-european-democracy/long-term-vision-rural-areas/eu-rural-areas-numbers_en#:~:text=Demography,age%20groups%20below%2050) (accessed 29 July 2022).

<sup>29</sup> Statistics on rural areas in the EU: [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Statistics\\_on\\_rural\\_areas\\_in\\_the\\_EU&oldid=501294#Risiko\\_von\\_Armut\\_und\\_sozialer\\_Ausgrenzung](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Statistics_on_rural_areas_in_the_EU&oldid=501294#Risiko_von_Armut_und_sozialer_Ausgrenzung) (accessed 29 July 2022).

<sup>30</sup> See note 29.

<sup>31</sup> Strengthened governance for EU rural areas, a long-term vision for rural areas: launch of Rural Pact: [https://ec.europa.eu/regional\\_policy/en/newsroom/news/2021/12/20-12-2021-long-term-vision-for-rural-areas-launch-of-rural-pact](https://ec.europa.eu/regional_policy/en/newsroom/news/2021/12/20-12-2021-long-term-vision-for-rural-areas-launch-of-rural-pact) (accessed 29 July 2022).

<sup>32</sup> ESPON Policy Brief on Shrinking Rural Regions (2017): <https://www.espon.eu/sites/default/files/attachments/ESPON%20Policy%20Brief%20on%20Shrinking%20Rural%20Regions.pdf> (accessed 29 July 2022).

<sup>33</sup> See also: Regional, rural and urban development – OECD: <https://www.oecd.org/regional/> (accessed 29 July 2022).

<sup>34</sup> The new common agricultural policy (CAP): 2023–2027 is to be implemented by 10 January 2023: [https://agriculture.ec.europa.eu/common-agricultural-policy/cap-overview/new-cap-2023-27\\_en](https://agriculture.ec.europa.eu/common-agricultural-policy/cap-overview/new-cap-2023-27_en) (accessed 20 September 2022).

<sup>35</sup> Urban Land Institute (UIL), Lisa Goodson, Siân Thomas, Jenny Phillimore, Simon Pemberton, Mass migration and real estate in European cities (2017): [https://europe.uli.org/wp-content/uploads/2017/04/Mass-Migration\\_FinalJuly2017.pdf](https://europe.uli.org/wp-content/uploads/2017/04/Mass-Migration_FinalJuly2017.pdf) (accessed 29 July 2022).

<sup>36</sup> See note 35, p. 2.

<sup>37</sup> An entirely different aspect is residence and citizenship by investment (RBI/CBI): in Europe some states use investment migration frameworks allowing third country nationals to obtain residence or citizenship rights in return for local investments. Portugal, Greece, Malta, Spain, Italy and Austria are among the key beneficiaries of investment migration flows; <https://www.oecd.org/tax/automatic-exchange/crs-implementation-and-assistance/residence-citizenship-by-investment/> (accessed 4 August 2022).

<sup>38</sup> Immigrant Housing in Europe: Overview (September 2016): [https://ec.europa.eu/migrant-integration/integration-dossier/immigrant-housing-europe-overview\\_en](https://ec.europa.eu/migrant-integration/integration-dossier/immigrant-housing-europe-overview_en) (accessed 29 July 2022).

## Digital transformation

The diversity of modern society, globalisation, demographic change and the opportunities of information and communication technologies are shaping economic and social life in Europe and worldwide. Digital networking entails risks and danger as well as opportunities and benefits.<sup>39</sup> The ability to connect globally tends to lead to a location disconnect. “Modern urban life is lived in the interstice between physical and mediated spaces (between physical local and virtual connection)”.<sup>40</sup> Globalisation and digitalisation contribute to a certain “placelessness”: spaces are seen as abstract entities disconnected from geographic criteria, people become more accustomed to the virtual world of videoconferencing and increasingly identify as placeless.<sup>41</sup> The spread of digitalisation to other parts of life in an age of globalisation and high mobility therefore triggers needs and trends favouring a return to all things tangible, specific, local, vernacular, that impart a sense of identity.

Globalisation and digitalisation in relation to the living environment and being anchored in a specific place are also proving controversial in construction. Construction is the least digitalised economic sector and overall productivity has yet to increase significantly, although the degree of digitalisation is growing. That is because the construction sector in Europe is not organised as an industry but more as a collection of crafts and small companies.<sup>42</sup> The analytic report of the European Commission of 2021 on digitalisation in the construction sector comes to the following conclusion: “The cost of equipment and software, lack of skilled workforce, and lack of awareness and understanding of digital technologies are the three main factors hindering the faster and broader digitalisation of the European construction sector”.<sup>43</sup> The consensus of the report is that digitalisation is both unavoidable and central to the competitiveness and sustainability of Europe’s construction sector. First of all, EU digitalisation policy must focus on “the planning, design, construction and operation and maintenance phases of the sector. The other phases, i.e. renovation, demolition and recycling are less relevant entry points for most digital technologies and their digitalisation will come once the other construction phases are more digitalised. At the same time, in the long term it will be important for policy makers to ensure digitalisation of all phases in line with established circular construction policy objectives and their importance for renovation policy goals.”<sup>44</sup>

However, the extent to which digital technologies lead to a homogenisation and standardisation of *Baukultur*, which are detrimental to the craft still inherent to high-quality *Baukultur*,<sup>45</sup> regional architectural traditions and specific features, remains to be seen. There is a great need for reflection and research to be done on how digitalisation and industrialisation can serve and promote high-quality *Baukultur* instead of dictating the playground of planning and building.

<sup>39</sup> Charter for Digital Networking: <https://charta-digitale-vernetzung.de/die-charta-im-wortlaut/> (accessed 2 August 2022).

<sup>40</sup> Susan J. Drucker, Gary Gumpert (2012), The Impact of Digitalization on Social Interaction and Public Space, Open House International, Vol. 37 No. 2, pp. 92-99. <https://doi.org/10.1108/OHI-02-2012-B0011> (accessed 2 August 2022).

<sup>41</sup> Philipp Wüschner, Digitale Ortslosigkeit. Über die Politik des Metaverse (2022) (Digital placelessness. Via the policy of the metaverse: <https://geschichtedergegenwart.ch/digitale-ortlosigkeit-ueber-die-politik-des-metaverse/> (accessed 2 August 2022).

<sup>42</sup> Deutsche Gesellschaft für Mauerwerks- und Wohnungsbau e.V. (German union for masonry and apartment construction), Interview with Christian Glock 2020: Is digitalisation the key to more efficient construction? (In German) <https://www.dgfm.de/presse/artikel/ist-die-digitalisierung-der-schlüssel-zum-effizienteren-bauen> (accessed 2 August 2022).

<sup>43</sup> European Commission: European Construction Sector Observatory. Analytical Report. Digitalisation in the construction sector (April 2021), p. 7: <https://ec.europa.eu/docsroom/documents/45547> (accessed 3 August 2022).

<sup>44</sup> See note 43, p. 10.

<sup>45</sup> Handwerk und Baukultur (Craft and Baukultur) – a contribution to the 2019 Bauhaus anniversary. 3. *Baukultur* dialogue in Berlin: <https://www.bundesstiftung-baukultur.de/veranstaltungen/detail/handwerk-baukultur-ein-beitrag-bauhausjubilaeum-2019> (accessed 10 August 2022).

## 4 Benefits of high-quality *Baukultur*

The benefits of a living environment of high-quality *Baukultur* emerge from a culturally rooted understanding of sustainability. This stems from everyone's the responsibility to maintain the current livelihood for the next generations and contribute to a better quality of life for all. This approach has been reaffirmed by the Open Method Coordination (OMC) report *Stormy Times – Nature and humans 2022*,<sup>46</sup> focusing on the role of culture as a driver towards achieving the Sustainable Development Goals, and the final declaration of the UNESCO-MONDIACULT 2022 World Conference.<sup>47</sup>

### *Benefits for climate*

High-quality *Baukultur* protects the climate.<sup>48</sup> A careful and sparing approach to land and material resources through smart landscape and green space planning, avoiding heat islands, the contribution to biodiversity, the avoidance of high individual mobility and commuter flows on long routes, more energy efficient buildings through decarbonised heating and cooling through the use of renewables and also through sufficiency approaches, have all not received nearly enough attention to date. This pays off for new builds and existing buildings through detailed lifecycle costing covering climate, environment and economy.<sup>49</sup> In places of high-quality *Baukultur*, the good quality building stock is maintained, if necessary carefully renewed, upgraded and reused extending its lifecycle, renewable energy resources are employed and waste management is applied. Although renovated buildings emit more CO<sub>2</sub> during operation, they cause around forty percent less grey greenhouse gas than new buildings, since this gas is produced to a large extent during construction.

The importance of transforming building stock to mitigate the impact on the climate and environment is now acknowledged. The European Commission has formulated seven principles as part of the renovation wave for building stock; besides building requirements there is also the following key principle: "Respect for aesthetics and architectural quality. Renovation must respect design, craftsmanship, heritage and public space conservation principles".<sup>50</sup> The Commission makes explicit reference in this context to the Davos Declaration 2018, in which "quality architecture" is not only defined by aesthetics and functionality but also by its contribution to people's quality of life and to the sustainable development of our cities and rural areas".<sup>51</sup> These considerations do not apply solely to existing buildings but also to new builds. An optimal sustainability approach is possible right from the start of the planning and design process and sector leaders and investors are well positioned to play a leading role in mitigating climate change's effects.

### *Benefits for urban and rural areas and an inclusive society*

Cities and agglomerations have conflicting objectives, such as densification and free space, environmental compatibility and promoting economic growth, attractiveness of the current location and development potential. High-quality *Baukultur* can make a material contribution to resolving these conflicts.

<sup>46</sup> "Stormy Times. Nature and humans: Cultural courage for change" focuses on the role of culture as a driver towards achieving the Sustainable Development Goals". Report of the OMC working group in which EU experts formulated 11 messages with the goal of rethinking the relationship between humans and nature to fuel our cultural imagination for a liveable, sustainable future; manuscript completed in June 2022: <https://culture.ec.europa.eu/news/eu-experts-publish-proposals-to-harness-the-power-of-culture-for-sustainable-development> (accessed 17 November 2022).

<sup>47</sup> 28–30 September 2022, Mexico City: UNESCO World Conference on Cultural Policies and Sustainable Development – MONDIACULT 2022, final declaration: [https://www.unesco.org/sites/default/files/medias/fichiers/2022/10/6.MONDIACULT\\_EN\\_DRAFT%20FINAL%20DECLARATION\\_FINAL\\_1.pdf](https://www.unesco.org/sites/default/files/medias/fichiers/2022/10/6.MONDIACULT_EN_DRAFT%20FINAL%20DECLARATION_FINAL_1.pdf) (accessed 17 November 2022).

<sup>48</sup> The Davos *Baukultur* Quality System. Eight criteria for a high-quality *Baukultur* – the whole story, Bern 2021, p. 27–30: <https://baukultur--production--storage.s3.amazonaws.com/baukultur/2022-05-27-083053--dbqs-the-whole-story-en.pdf> (accessed 23 August 2022).

<sup>49</sup> The most cost-effective facade insulation through oil-based materials is not always the most sustainable and ecologically beneficial solution over the long term, as there is a lot of non-renewable energy in the insulation material, it is not always carefully analysed in terms of building physics, how the material is to be used without medium-term damage (algae, mould etc.), and it is not considered that material recycling must again be factored into the climate neutrality calculation when the building is renovated or demolished.

<sup>50</sup> European Commission (2020). A Renovation Wave for Europe: Greening Our Buildings, Creating Jobs, Improving Lives. Brussels. Brussels, 14 October 2020, COM (2020) 662 final: [https://ec.europa.eu/energy/sites/ener/files/eu\\_renovation\\_wave\\_strategy.pdf](https://ec.europa.eu/energy/sites/ener/files/eu_renovation_wave_strategy.pdf) (accessed 29 July 2022).

<sup>51</sup> See note 50, p. 4.

It creates liveable and sufficient settlements, areas and buildings. It opposes urban sprawl as bio-diverse and climatically significant free and green spaces and the maintenance of agricultural land around cities are indispensable and climate-damaging mobility is not wanted. It meets the massive demand for building in cities through population growth – as well as migration<sup>52</sup> – via high-quality densification and sustainably manages limited land and building stock with good planning and design. Urban growth and demand for housing are also boosted by new technologies having induced a greater share of people to work from home. This has, on the one hand, again increased real estate prices in cities, while also making it easier for people to move out to the suburbs or rural locations.<sup>53</sup>

High-quality *Baukultur* stands out through diversity and involves people and buildings equally. There are as many ways of living and working and associated needs as there are people and degrees of purchasing power. High-quality *Baukultur* means affordability, adaptability and elasticity of supply of buildings.<sup>54</sup> These technical terms must not hide the cultural and/or design requirements for which they stand, or the concepts with which they are associated. The space, our living environment, constitutes our experiential world and influences individual people and society as a whole and people reciprocate by influencing the space.<sup>55</sup>

Innovative, participatory and resilient processes are just as important to resolving conflicting objectives and implementing high-quality *Baukultur* as considering societal needs and construction requirements in terms of identity, acceptance, efficiency and adaptability. It all revolves around people. *Baukultur* applies to every person as they are permanently confronted by the living environment and are often actively involved in shaping it. High-quality *Baukultur* is never a purely architectural concept. It is much better to place the experiences of the central actors from politics, planning and civil society at the centre, provoking, conceiving, supporting and professionally monitoring *Baukultur* processes. Instead of focusing on specific objects, the integral development opportunities are what really matter. *Baukultur* disciplines include but are not limited to landscape architecture, spatial planning, building and interior architecture, engineering, craft and design. Both in urban and rural settings, high-quality *Baukultur* is based on history and tradition and the *Baukultur* heritage of a region or place and gives purpose to its sustainable development. That is why social, historic and economic aspects are also relevant to the concept of *Baukultur*.<sup>56</sup>

Rural regions are in competition with cities for people and as business locations. High-quality *Baukultur* can be an important location factor and every architectural intervention has the potential to provide an impulse for common development. In this connection, high-quality *Baukultur* is taking up the challenges and potential in situ and developing suitable, forward-looking concepts and strategies based on the internal logic of the location. It is therefore cultural with a holistic approach so as not to lose sight of the positive development of the village as a whole and where all actors relevant to future development are involved early on.<sup>57</sup>

High-quality *Baukultur* creates benefits through its improved dense urban spaces and value-adding rural locations, whereby it strengthens the quality already there and adds new qualities. At the forefront of this approach are good planning processes based on careful analysis of the current context,

<sup>52</sup> Urban Land Institute (ULI), Lisa Goodson, Siân Thomas, Jenny Phillimore, Simon Pemberton, Mass migration and real estate in European cities, (2017), p. 30: [https://europe.uli.org/wp-content/uploads/2017/04/Mass-Migration\\_FinalJuly2017.pdf](https://europe.uli.org/wp-content/uploads/2017/04/Mass-Migration_FinalJuly2017.pdf) (accessed 29 July 2022).

<sup>53</sup> Statistics on rural areas in the EU (2020): [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Statistics\\_on\\_rural\\_areas\\_in\\_the\\_EU/de&oldid=501294](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Statistics_on_rural_areas_in_the_EU/de&oldid=501294) (accessed 2 August 2022).

<sup>54</sup> That includes the need to be more responsive to current and future demands of users and tenants with a stronger focus on mixed uses, adapting to users' and tenants' wants and needs for more flexibility and openness to new approaches; development of new knowledge and skills; provide migrants and others who move into cities with the appropriate housing and amenities that people need to integrate and build up a successful life.

<sup>55</sup> Research of Martina Löw and others on the relational concept of space and sociology of space: [https://www.archsoz.tu-berlin.de/v\\_menu/mi-tarbeiter\\_innen/prof\\_dr\\_martina\\_loew/](https://www.archsoz.tu-berlin.de/v_menu/mi-tarbeiter_innen/prof_dr_martina_loew/) (accessed 10 August 2022).

<sup>56</sup> The desire to maintain valuable building fabric in the centre often contrasts with the banality of new residential and commercial buildings on the periphery, with no reference to the local architecture and surrounding traditional settlement landscape.

<sup>57</sup> Federal Ministry of Transport, Building and Urban Affairs (BMVBS) (ed.), *Baukultur in ländlichen Räumen (Baukultur in rural areas)*, Berlin 2013: [https://www.bbsr.bund.de/BBSR/DE/veroeffentlichungen/ministerien/bmvbs/sonderveroeffentlichungen/2013/DL\\_BaukulturLaendlicheRaume.pdf?\\_\\_blob=publicationFile&v=1](https://www.bbsr.bund.de/BBSR/DE/veroeffentlichungen/ministerien/bmvbs/sonderveroeffentlichungen/2013/DL_BaukulturLaendlicheRaume.pdf?__blob=publicationFile&v=1) (accessed 2 August 2022).

before visions and projects are developed for the future so they can endure over the long term. The economy also values cities and rural communities with good urban design, which translates into locational advantages and jobs.<sup>58</sup> To quote Guy Perry, Vice President, Major Projects, in McKinsey's Dubai office: "Alongside cutting-edge technology and high-tech installations, next-generation cities are putting liveability at the heart of their planning principles. In some ways, this focus on liveability aligns with age-old urbanist principles that are simply no longer implemented in most major projects today. New developments must provide spaces where people can live healthy, communal, and fulfilling lives. Unless they do so, they will fail to become real communities where people lay down roots."<sup>59</sup>

### *Benefits for the economy*

The finance and real estate industry as well as the planning and construction sector can contribute to climate neutrality and the adjustment to climatic changes through planning, financing, creating and developing high-quality *Baukultur*. That is the way to ensure healthy economic development, now and in the future. Building with quality goals and values aligned with the Davos Declaration 2018 and the principles of the Davos *Baukultur* Quality System means conforming to ESG criteria and other sustainability certifications. Companies do not only achieve these goals to demonstrate a sustainable corporate culture and operation, but also to stay competitive.<sup>60</sup> This competitiveness is strengthened through the commitment to the Davos Declaration 2018 and the Davos *Baukultur* Quality System, which involves conforming to criteria either omitted or underrepresented in current certification systems and sustainability labels. The aim is a coherent spatial context where heritage, the existing context and new builds stand together in mutual respect with an identity-forming sense of place that adds soul in the globalised and digitalised world, creating togetherness and social cohesion and leading to the attractive design of buildings and their surrounding spaces, resulting in beautiful places.

High-quality *Baukultur* is not an end in itself. It brings benefits for the climate and the necessary adjustments, as well as benefiting businesses<sup>61</sup> that finance, plan, build and let or sell high-quality *Baukultur*, and for the people who live and work there. Beautiful and high-quality residential and office premises have low vacancy rates, low tenant fluctuation and high market appeal, leading to higher earnings

<sup>58</sup> The World Economic Forum (WEF) published the following in June 2019, <https://www.weforum.org/agenda/2019/06/this-is-why-attractive-cities-do-better-economically/> (accessed 13 October 2022): "According to new research, more attractive urban centres command a "beauty premium", which helps entice new residents and create employment opportunities. The idea of a beauty premium is not new. A causal link between a person's perceived good looks and career success is long established, and a similar phenomenon could occur with attractive places. Researchers Gerald A. Carlino of the Federal Reserve Bank of Philadelphia and Albert Saiz of Massachusetts Institute of Technology looked at the relationship between a city's beauty and key growth indicators. The study built upon traditional measures of the importance of amenities for urban development, such as the prevalence of parks, restaurants and tourist attractions." He continues: "The results show that cities perceived as twice as attractive as others experienced more than 10% additional population growth and employment opportunities in the two decades leading to 2010." And: "Carlino and Saiz describe a new type of neighbourhood that is emerging in cityscapes considered to be beautiful. Central recreational districts (CRD) offer affluent newcomers landmarks, historic sites, parks, entertainment and tourist attractions." See Gerald A. Carlino, Albert Saiz, Beautiful city: Leisure amenities and urban growth. *Journal of Regional Science*, 1 April 2019, <https://doi.org/10.1111/jors.12438> (accessed 13 October 2022): "Modern urban economic theory and policymakers are coming to see the provision of consumer-leisure amenities as a way to attract population, especially the highly skilled and their employers."

While the location of a residential property is central to valuable real estate and investors know like developers that accessibility, appearance, and amenities of a neighbourhood are as important as plans for development, (<https://www.investopedia.com/financial-edge/04/10/the-5-factors-of-a-good-location.aspx>; accessed 13 October 2022) and e.g. Matthew Carmona et al. have demonstrated how important placemaking through good urban design is for a vibrant community (<https://placealliance.org.uk/about-us/>; accessed 13 October 2022), demonstrates the impact of high-quality places as company locations does not equate 1:1 with job creation. In: The value of urban Design ([https://www.design-council.org.uk/fileadmin/uploads/dc/Documents/the-value-of-urban-design\\_0.pdf](https://www.design-council.org.uk/fileadmin/uploads/dc/Documents/the-value-of-urban-design_0.pdf); accessed 13 October 2022), undertaken by the Bartlett School of Planning for CABI and DETR in the UK and published in 2001, the literature and research review shows that good urban design adds value, "by increasing the economic viability of development and by delivering social and environmental benefits. Good urban design adds economic value by producing high returns on investments (good rental returns and enhanced capital values), placing developments above local competition at little cost, responding to occupier demand, helping to deliver more lettable area (higher densities), reducing management, maintenance, energy and security costs, contributing to more contented and productive workforces, supporting the "life giving" mixed-use elements in developments, creating an urban regeneration and place marketing dividend, differentiating places and raising their prestige, opening up investment opportunities, raising confidence in development opportunities, and attracting grant monies, reducing the cost to the public purse of rectifying urban design mistakes". The EY/ULI report highlights the long-term attractiveness of global business districts beyond Covid-19 (<https://europe.uli.org/ey-uli-report-highlights-long-term-attractiveness-of-global-business-districts-beyond-covid-19/>; accessed 13 October 2022) of 2020 highlights, how competition between business districts is intensifying and how important in future and in addition to other factors "Prioritising the quality of the urban environment as an obligation to attract talent and tenants will be, 40% of interviewees consider it very important as Factor 3 out of 5 factors after the ability to attract and retain talent and proximity to markets, customers, and partners".

<sup>59</sup> Guy Perry, Human-centered design: A win for real-estate stakeholders. Developers can optimize success rates for major projects by focusing on inhabitants' health, community, and quality of life. In: McKinsey Company, Capital Projects & Infrastructure, March 2019.

<sup>60</sup> E.g. PWC: <https://www.pwc.ch/en/services/esg.html> (accessed 13 October 2022); McKinsey Company: <https://www.mckinsey.com/about-us/social-responsibility/2021-esg-report/overview> (accessed 13 October 2022).

<sup>61</sup> High-quality *Baukultur* as an economic success factor is also presented in chapter 5, p. 19.



over the medium and long term. They enable inclusive coexistence in social peace of a democratic society, forming the basis for sustainable management. High-quality *Baukultur* generates lower environmental and operating costs of buildings, creates higher durability through valuable materials, construction and design methods as reflected in higher sales prices and rental income. High-quality *Baukultur* also improves the wellbeing of people who feel good in these buildings, which promotes the good reputation of the companies that finance, build, rent or sell the buildings.

## 5 Common Good – Shared Responsibility

The benefits of high-quality *Baukultur* serve the common good<sup>62</sup> and become a success factor when the individual stakeholder groups work together and share responsibility and can align their respective interests. Together they protect the right to safe and healthy workplaces as well as affordable, liveable, accessible and healthy housing with well-designed open and green spaces while safeguarding cultural heritage.

### *Key stakeholders*

The *public sector* has great influence on the living environment through formal and informal tools<sup>63</sup> and it has a strong impact on quality when requiring compliance with design and giving official support to *Baukultur* quality criteria. The formal tools<sup>64</sup> are the spatial planning, architecture and *Baukultur* policy with the associated legislation and regulations forming the basis on which the building and planning authorities make their governance decisions. Structural contributions, subsidies and all types of incentive are also relevant (e.g. tax relief and authorised exemptions subject to certain conditions). Informal tools<sup>65</sup> are, for example, design competitions, peer review mechanisms and design advisory boards, prices, but also guidelines.<sup>66</sup> At the same time, the public sector is the contracting authority (as municipality, federal or state government) and can assume an exemplary high-quality *Baukultur* role through its own operations. Generally speaking, the public sector is expected to orient all its operations to the common good of a living environment of high-quality *Baukultur*.<sup>67</sup>

The *private sector* consisting of financial investors, real estate developers, planners and builders has a central influence on *Baukultur*. Financial investors (private and institutional investors) provide capital to

<sup>62</sup> See high-quality *Baukultur* as a common good and a shared responsibility in: Towards a European vision of high-quality *Baukultur*, context document to the Davos Declaration 2018, p. 10: [https://www.archsoz.tu-berlin.de/v\\_menu/mitarbeiter\\_innen/prof\\_dr\\_martina\\_loew/](https://www.archsoz.tu-berlin.de/v_menu/mitarbeiter_innen/prof_dr_martina_loew/) (accessed 23 September 2022).

<sup>63</sup> Towards a European Typology of Tool for Urban Design Governance: <https://urbanmaestro.org/tools/> (accessed 23 August 2022); Informal tools of urban design governance, the European picture 2. Report written by Joao Bento and Matthew Carmona, 2020, for URBAN MAESTRO, an initiative of the United Nations, Human Settlement Programme (UN-Habitat), University College London (UCL), and the Brussels Bouwmeester Maître Architecte (BMA): <https://urbanmaestro.org/tools/v> (accessed 23 August 2022).

<sup>64</sup> "Formal tools are "hard power" in nature, such as laws, norms and regulation on planning and building activities. "Formal tools fall into the following categories: guidance tools are used by most countries and range from regulation, standards and codes, through policies, parameters and guidelines to plans and zoning. Incentive tools are state-aided tools, e.g. state investment in specific infrastructure, or state-encouraged, e.g. zoning bonuses. Control tools are about the power to approve or reject a project." The Davos *Baukultur* quality system. Eight criteria for a high-quality *Baukultur* – the whole story, Bern 2021, p. 19f: <https://baukultur-production-storage.s3.amazonaws.com/baukultur/2022-05-27-083053-dbqs-the-whole-story-en.pdf> (accessed 23 August 2022).

<sup>65</sup> Informal tools are non-regulatory or "soft power," for example publications of guidance for high-quality *Baukultur*. Informal tools can be divided into five main categories: evidence-based tools, e.g. research, aim to understand how places are shaped; knowledge tools, e.g. best practice guides, case studies, libraries, education and training initiatives, provide the sound knowledge of what *Baukultur* is and its quality to a broad public; promotion tools, e.g. design awards and targeted campaigns, proactively make the case for the establishment of places with high-quality *Baukultur*; assessment tools, e.g. expert design review, design advisory boards, design competitions and expert judgement, focus on the assessment of particular projects, places or processes; assistance tools, e.g. grant-in-aid, hands-on professional enabling, research by design and design-led community participation, directly enable the development of places with high-quality *Baukultur*. Carmona, Matthew: The formal and informal tools of design governance, *Journal of Urban Design*, 2017, 22:1, p. 1–36.

<sup>66</sup> For example the Ministry of Housing, Communities & Local Government in the UK in January 2021 with the publication of the National Design Guide, with planning practice guidance for beautiful, enduring and successful places: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/962113/National\\_design\\_guide.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/962113/National_design_guide.pdf) (accessed 5 August 2022).

<sup>67</sup> "More recently, however, the public sector has too often been associated with poor design, and bad management. Too many of the housing estates, schools and hospitals built in the second half of the twentieth century were ugly, ill-suited to the needs of their users and costly to maintain." Quote from the foreword by Prime Minister Tony Blair in "Better Public Buildings. A proud legacy for the future", October 2000: [https://www.ace-cae.eu/fileadmin/New\\_Upload/6\\_Architecture\\_in\\_Europe/EU\\_Policy/UK-report1.pdf](https://www.ace-cae.eu/fileadmin/New_Upload/6_Architecture_in_Europe/EU_Policy/UK-report1.pdf) (accessed 5 August 2022).

real estate projects with the expectation of receiving financial returns.<sup>68</sup> Real estate developers buy existing properties and/or land for development and normally do not hold their assets after completion. It is normally in all their interests to finance or buy and sell land and properties guaranteeing a long-term investment through their functionality (e.g. location, adaptability, longevity, appropriate choice and use of materials increasing real estate value) and economic viability (e.g. through low operation costs, rentability of assets or low vacancy rates). Spatial and urban planners as well as builders design and construct the living environment, shaping its quality; they have an eminent influence on *Baukultur* criteria, but project outcomes, however, can be subject to client reliability and financing institutions.<sup>69</sup> The sector is becoming increasingly aware, that it “[has] a responsibility to create resilient and environmentally sustainable buildings that not only enhance the cities in which they are built but also safeguard their inhabitants from unknown environmental and social futures. Such socially responsible urban development is not simply good practice – it’s good business”.<sup>70</sup>

*Civil society*, the third important stakeholder, are professional organisations and interest groups, equally engaged in producing *Baukultur* in their respective professional domains. Finally there is an informed and sensitised public participating actively in the dialogue about *Baukultur* in its living environment to consider.<sup>71</sup>

The built results represent the complex interaction between public policy goals and decisions, the capital market and investment opportunities, land use, construction costs and effort, civil society as well as sectoral demand. All *Baukultur* happens and is perceived in public space and has a visible, sensitive, tactile and olfactory impact all the time besides its cultural, social, environmental and economic influence, which is also constantly present. The common good addressed is high-quality *Baukultur*, including the whole living environment, in this context focused on housing and working spaces, private and semi-private free and green spaces.

#### *High-quality Baukultur as an economic success factor*

High-quality *Baukultur* creates financial and cultural values plus economic benefits that take into account social benefits, subjective and collective wellbeing, physical and mental health. While an exclusively business perspective may be geared towards individual profit, this profit nevertheless will be increased by achieving high-quality *Baukultur*, especially over a long-term perspective, and therefore being genuinely sustainable.

Financial and cultural benefits are nevertheless also available in the short-to-medium term. In a first systematic and quantitative review of the existing literature, dealing with characteristics and effects of high-quality *Baukultur*, Gabriel M. Ahlfeldt and Elisabetta Pietrostefani analyse if high-quality *Baukultur* actually sells.<sup>72</sup> The study demonstrates – evidence-based and with figures – that high-quality *Baukultur* can result in a variety of social returns in the form of quality of life and a more sustainable use of land, but also that it is a success factor for the real estate and construction industry, generating private returns that exceed costs, making them profitable from a private investment perspective.

<sup>68</sup> They can be categorised in private investors investing their own and Institutional investors investing third-party capital.

<sup>69</sup> The influence of financial investors on *Baukultur* is major on the Davos *Baukultur* Quality criteria of functionality, economy, secondary on governance, environment and diversity. Real estate developers show maximum impact on the functionality criterion, in second place on governance, environment, economy, context and sense of place. Planners' and builders' influence is considered to be highest on the criteria of sense of place and beauty, followed by the governance, functionality, diversity and context criteria. Arup Deutschland, European qualification system for high-quality *Baukultur*. Market research and feasibility study, Frankfurt a. M. 2022 (study mandated by the Swiss Federal Office of Culture), p. C-24–C-33: <https://baukultur-production-storage.s3.amazonaws.com/baukultur/2022-09-15-084232--feasibility-study-baukultur-qualification-arup.pdf>.

<sup>70</sup> Using power and technology to deliver resilience in Hudson Yards. In: Voices, March 2019, March 2019, p. 14: <https://www.mckinsey.com/industries/real-estate/our-insights/human-centered-design-a-win-for-real-estate-stakeholders>.

<sup>71</sup> E.g. Europa Nostra.

<sup>72</sup> Gabriel M. Ahlfeldt, Elisabetta Pietrostefani: Quality sells. High-quality *Baukultur* as a success factor for the construction and real estate industry, London 2022 (study mandated by the Swiss Federal Office of Culture): <https://baukultur-production-storage.s3.amazonaws.com/baukultur/2022-09-15-084555--study-quality-sells-ahlfeldt-pietrostefani.pdf>.

The results of the study show strong evidence that better designed new buildings provide private and social benefits in terms of function and form, that they are more sustainable, increase the wellbeing of residents, add to sense of place, have lower operation cost and (as a result) rent and sell at higher market prices. However, the evidence base confirms also that they are more expensive to build and that policy attempts to promote high-quality *Baukultur* can result in less elastic housing markets and lead to segregation.<sup>73</sup> As a conclusion, “evidence suggests that returns on investments into high-quality *Baukultur* exceed the costs. Hence, developers who invest in high-quality *Baukultur* can do well by doing good. Yet, it is unlikely that if left to themselves, markets will deliver the socially optimal investment into high-quality *Baukultur*”.<sup>74</sup>

Ahlfeldt and Pietrostefani detect market failures by information asymmetry about the quality of the *Baukultur* object or place between cultural/architectural professionals and economic/investment professionals.<sup>75</sup> A “certification system that helps potential users and buyers in assessing if a building complies with all criteria of high-quality *Baukultur* represents an obvious soft governance approach that has proven effective in the context of energy performance certificates.”<sup>76</sup>

Another issue is the freeriding problem constituted by owners ignoring external value – produced by well-designed places which create attractive locations, selling and renting at higher prices – in their investment decisions in the hope that others will invest in the external appearance of their buildings creating an attractive situation for all others. The public sector can assist the private sector in overcoming this market failure by internalising the external value of high-quality *Baukultur* and making it more transparent.<sup>77</sup> In addition, “multi-stakeholder fora that require interested parties to address externalities (external effects of proposed developments or redevelopments) may facilitate the coordination of investments in high-quality *Baukultur* among local landlords. The participation of local residents, locally based organisations and government officials invested in local needs can help landlords and developers to understand how the design of proposed (re)developments can enhance the attractiveness of location and, hence, the market value of their properties.”<sup>78</sup>

The study also demonstrates relevant research gaps, such as: the lack of evidence base with reliable data on existing buildings and their retrofitting, transformation, recycling and related costs; the quality yields and benefits for private investment at a high level as well as the subjective and collective well-being resulting from high-quality *Baukultur*.

### *High-quality Baukultur qualification as a value for market and society*

A precise definition of *Baukultur* quality and a transparent, understandable allocation or certification of *Baukultur* quality has market value and high social value, “the correction of a market failure, such as the freeriding problem or information asymmetry, not only benefits consumers (users) of real estate,

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<sup>73</sup> See note 72, p. 6.

<sup>74</sup> See note 72, p. 56.

<sup>75</sup> See note 72, p. 56: “This market failure could be overcome with a credible certification scheme akin to increasingly popular energy performance certificates. An Alliance of developers where membership entails a credible commitment to complying with the criteria of high-quality *Baukultur* could serve a similar purpose.”

<sup>76</sup> See note 72, p. 11.

<sup>77</sup> See note 72, p. 57: “This market failure could be overcome by a planning system that encourages, facilitates, or even enforces investments into high-quality *Baukultur* via hard and soft governance. A hard measure would be to increase the legally allowed floor area ratios in return for credible and binding design competitions. A soft measure would be a reflexive governance approach that establishes multi-stakeholder fora at the neighbourhood level to facilitate coordination of investments into high-quality *Baukultur*, thus mitigating the freeriding problem.” As a hard measure is to be considered a planning system that seeks to promote, facilitate, or enforce high-quality *Baukultur*; this system should be transparent, rule-based and predictable, in order to avoid supply-driven increases in housing costs that can be detrimental to aggregate welfare and equity. On the other hand there are further governance measures such as events and exhibitions to raise awareness nationally and promote and explore international engagement and funding opportunities, as well as attracting support from funders to translate learning resources and research; making high-quality *Baukultur* literature more accessible to architecture, engineering, and other relevant specialists in multiple languages; supporting high-quality *Baukultur* professionals: government supporting international posts in related organisations to gain knowledge from other contexts, travel bursaries to help promote people exchanges, visa exemptions for accredited professionals as remuneration within the architecture and conservation sectors.

<sup>78</sup> See note 72, p. 11.

but also producers (development) since at least a fraction of the willingness to pay for a more attractive building capitalizes in market rents and prices of real estate”.<sup>79</sup> The market does have an appetite for high-quality *Baukultur*. This is one of the findings of the study by Arup Deutschland<sup>80</sup> on the feasibility of a European certification system for high-quality *Baukultur*, but currently we face a lack of guidelines, regulations and frameworks to favour a market uptake of the *Baukultur* quality concept. A certification system that attests *Baukultur* quality to a place could add value for the market and for society and eliminate information asymmetry between *Baukultur* quality professionals and economic/investment professionals. This system should procure straightforward procedures for ease of adoption and implementation reducing complexity of assessment as much as possible, at the same time maintaining the holistic approach of the *Baukultur* quality concept and integrating the “intangible” criteria of sense of place and beauty. A third party may be involved to guarantee objectivity and transparency. The good reputation of the system with availability and disclosure of data are equally important factors. Nevertheless a certain market saturation could be an impediment to new certification systems. The Arup study thus presents three possible scenarios: an indicator-based system, a curated system and a self-declaration system. The following is proposed as an option to proceed “starting with a smaller scale self-assessment process that promotes *Baukultur* widely and ensures an early uptake and knowledge building in the built environment sector. Incrementally, this could lead to a full-fledged indicator-based qualification system once the market demand is high enough and the necessary resources have become available”.<sup>81</sup>

#### *Shared responsibility and collaborative approach*

A collaborative approach between the public and private sectors together with civil society is necessary to compensate or eliminate in the best way market failures coordinating investments into high-quality *Baukultur* and signalling to producers and consumers that high-quality *Baukultur* may yield private and social returns. As the living environment in all its configurations is a common good, the responsibility for its quality is shared by everyone. There is a great need for cooperation and dialogue among all *Baukultur* stakeholders with common goals and the necessity to go further and establish high-quality *Baukultur* as a success factor for everyone. The targeted deployment of formal and informal tools by the public sector to promote *Baukultur* quality, insistent demand from the private sector for incentives to provide high-quality *Baukultur* and the accompanying of this process by civil society with engagements to improve dialogue among stakeholders will benefit society and contribute to the common good.

Recognising that building always affects culture, society and economy and that it is never an exclusively private matter, high-quality *Baukultur* can only be achieved through interdisciplinary dialogue and multi-sectoral cooperation. The Davos *Baukultur* conference 2023 puts the central focus on this necessary dialogue between culture and economics, two of the main actors in the planning and construction domain that are too little connected and too little acquainted with each other, integrating civil society in this process at the same time.

By launching the Davos *Baukultur* Alliance, the conference creates an institutionalised, future-oriented network for the dialogue between the public sector, private sector and civil society to support strong cooperation in the sense of shared responsibility for the common good with the goal of high-quality *Baukultur* everywhere for all.

<sup>79</sup> See note 72, p. 11.

<sup>80</sup> Arup Deutschland, European qualification system for high-quality *Baukultur*. Market research and feasibility study, Frankfurt a. M. 2022 (study mandated by the Swiss Federal Office of Culture): <https://baukultur--production--storage.s3.amazonaws.com/baukultur/2022-09-15-084232--feasibility-study-baukultur-qualification-arup.pdf>.

<sup>81</sup> See note 80, p. 20.

## 6 Annex

In descending chronological order with the most recent initiatives and events first, are presented below some of the most relevant contributions to the *Baukultur* debate in the Davos process:

*29 November 2022: Adoption of the Resolution on the EU Work Plan for Culture 2023–2026 by the Council of Culture Ministers of the EU*<sup>82</sup>

In line with the work and report of the OMC group of EU Member States experts on investing in a high-quality architecture and living environment for everyone (2021) and with the Council conclusions on culture, high-quality architecture and built environment as key elements of the NEB initiative (2021), the European Directors for Architectural Policies (EDAP) gather under each Council presidency to consider possible initiatives to achieve a high-quality living environment for everyone, including those living in rural and remote areas, such as outermost regions. The EDAP meetings could focus in particular on topics such as the quality of tomorrow's housing, the restoration, renovation and adapted reuse of cultural heritage, and improvements of architecture competitions and public procurement. It is essential to build synergies with the NEB network. Target outputs are exchanging good practices among the EDAP; taking stock of the existing legislative frameworks and relevant initiatives in the field and possibly starting a process to monitor and champion the inclusion of high-quality standards in new and revised policies and programmes; NEB-related actions.

*10–12 October 2022, Prague: Conference on Architecture and Building Culture*<sup>83</sup>

250 experts in architecture, spatial planning and monument preservation attended the ECAP conference dealing with the quality of living environment hosted by the Czech presidency of the Council of the European Union. Discussed topics included the New European Bauhaus, the Davos Declaration and the subsequent process, examples of foreign architectural policies, the role of state architects, sustainability, affordable housing and post-war settlement reconstruction. As a part of the programme, the updated document Architecture and Building Culture Policy of the Czech Republic was introduced.

*10 March 2022, Paris: Meeting of European Directors for Architecture & New European Bauhaus National Contact Points Meeting*

This experimentation on the quality of tomorrow's housing is jointly carried out by the French ministry of culture and the ministry in charge of housing. It aims to bring together clients/project owners, architects and local authorities in order to experiment and invent new forms of production and design of tomorrow's housing, both in new construction and in renovation. The experimentation follows three purposes: focusing efforts on the quality of use of the accommodation itself; questioning the evolution of housing types with regard to societal issues and the transformation of lifestyles, and re-examining the production chain. This experimentation initiative fully is in line with the Davos Declaration 2018 for high-quality *Baukultur*, the European Union considerations on architectural quality, and the New European Bauhaus values.

*13 December 2021, Brussels: Council conclusions on culture, high-quality architecture and built environment as key elements of the New European Bauhaus initiative (2021/C 501 I/03)*<sup>84</sup>

<sup>82</sup> Council resolution on the EU work plan for culture 2023–2026 (2022/C 466/01): [https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32022G1207\(01\)&from=EN](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32022G1207(01)&from=EN) (accessed 15 January 2023).

<sup>83</sup> Conference on Architecture and Building Culture: <https://www.mmr.cz/en/microsites/pres/akce/konference-k-politikam-architektury-a-stavebnik> (accessed 28 July 2022).

<sup>84</sup> Council conclusions on culture, high-quality architecture and built environment as key elements of the New European Bauhaus initiative 2021/C 501 I/03: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52021XG1213%2803%29> (accessed 28 July 2022).



The Conclusions of the Council of the European Union on culture, high-quality architecture<sup>85</sup> and built environment stated in 2021, that all three domains contribute to the achievement of the UN's Sustainable Development Goals (SDGs) of climate protection and adaptation in many ways and that they can also contribute to the implementation of the European Green Deal<sup>86</sup> and its aim to make Europe the first climate neutral continent by 2050. Related to high-quality architecture and built environment the Council advocates the following: "Strengthen cross-sectoral awareness and cooperation by promoting the NEB initiative<sup>87</sup>, the Davos Declaration and the ICOMOS Principles<sup>88</sup> among relevant policy sectors, particularly those sectors involved in shaping the built and living environment."<sup>89</sup> The Council Conclusions also explicitly refer to the Davos *Baukultur* Quality System, that is to be used as a quality-driven approach, "as the basis for informed choices and decisions throughout the entire lifecycles of built structures and landscape planning and management (conception, investment plans, funding mechanisms, support measures, planning processes, maintenance, refurbishment, conservation, adaptive re-use, demolition and recycling)". A relevant part of this contribution comes from cultural heritage to all key areas of the European Green Deal, including Clean Energy, Circular Economy, the Renovation Wave, Smart Mobility, Farm to Fork, Green Finance and a Just Transition, Research and Innovation, Education and Training, as well as Green Deal Diplomacy, as formulated in the European Cultural Heritage Green Paper 2021.<sup>90</sup>

*06–08 October 2021, Graz/Maribor: Building Europe Conference: Towards a Culture of High-Quality Architecture and Built Environment for Everyone*<sup>91</sup>

Austria and Slovenia organised this 3-day event on the current state and future of Architectural Policies and *Baukultur* in the European Union. The focus of the conference in Graz and Maribor was the results of the Open Method of Coordination (OMC) Working Group on high-quality Architecture and Built Environment for everyone. On behalf of the European Commission, this working group of EU Member State experts has drawn up recommendations in its report: "Towards a shared culture of architecture. Investing in a high-quality living environment for everyone"<sup>92</sup> for European policies on different levels of action. During the conference, the Davos *Baukultur* Quality System<sup>93</sup> was presented in detail. As an important tool to assess the quality of *Baukultur*, it is to be applied in future projects. Within the framework of the conference, these activities are connected with the initiative of the New European Bauhaus (NEB).<sup>94</sup>

*6 October 2021: Towards a shared culture of architecture. Investing in a high-quality living environment for everyone: report of the OMC (Open Method of Coordination) group of EU Member State experts, 2021*<sup>95</sup>

Born out of the 2019-2022 EU work plan for culture, this report compiles prevalent trends and best practices in the governance of contemporary spatial design, to provide recommendations at multiple levels ensuring high quality in architecture and the built environment for everyone. Based on the Davos *Baukultur* Quality System, the report provides concrete definitions of high-quality architecture and

<sup>85</sup> In the Council conclusions explicitly defined as by the eight criteria of the Davos *Baukultur* Quality System: see note 2.

<sup>86</sup> European Green Deal: [https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en) (accessed 28 July 2022).

<sup>87</sup> New European Bauhaus (NEB): [https://europa.eu/new-european-bauhaus/about/about-initiative\\_en](https://europa.eu/new-european-bauhaus/about/about-initiative_en) (accessed 28 July 2022).

<sup>88</sup> European quality principles for EU-funded interventions with potential impact upon cultural heritage – ICOMOS updated edition: <https://www.icomos.org/en/about-icomos/committees/regional-activities-europe/90984-quality-principles-new-version-available> (accessed 28 July 2022).

<sup>89</sup> Council conclusions: see note 84.

<sup>90</sup> European Cultural Heritage Green Paper 2021: <https://www.europanostra.org/our-work/policy/european-cultural-heritage-green-paper/> (accessed 28 July 2022).

<sup>91</sup> Building Europe: <https://hda-graz.at/kooperationen/building-europe> (accessed 28 July 2022).

<sup>92</sup> See note 95.

<sup>93</sup> See note 96.

<sup>94</sup> New European Bauhaus, see note 86.

<sup>95</sup> OMC report Towards a shared culture of architecture: <https://op.europa.eu/en/publication-detail/-/publication/bd7cba7e-2680-11ec-bd8e-01aa75ed71a1/language-en> (accessed 28 July 2022).

built environment. It provides answers to how these terms can be defined, detailing key criteria for their assessment. Through a collection of case studies, gathered from across Europe and examined by the OMC expert group in 2020-2021, the publication suggests ways to operationalise those quality criteria, which have been put into action at multiple governance levels. Quality aspects should be considered across all funding areas that concern spatial development and the built environment, in particular those that are integrated into public procurement procedures. The recommendations target different scales, such as EU policies, national frameworks and the local level, in addition to private-sector stakeholders and the professional realm.

## *22 September 2021, Venice: High-quality Baukultur!*

The Swiss Federal Office of Culture organised this event in collaboration with Europa Nostra in the framework of the European Cultural Heritage Summit 2021 and in parallel with the Venice Biennale of Architecture. In his keynote speech, Sir David Chipperfield highlighted that the Davos Declaration creates the proposition that careful construction and consideration of how we develop and care for our living environment is one of the most effective ways by which we might start to tackle what otherwise seem to be issues beyond our control. The following debate was centred on high-quality *Baukultur*.

## *17 May 2021, Berne: Davos Baukultur Quality System. Eight criteria for a high-quality Baukultur<sup>96</sup>*

In cooperation with international partners, the Swiss Federal Office of Culture elaborated the Davos *Baukultur* Quality System and presented it to the public in May 2021. The Davos *Baukultur* Quality System complements existing instruments and contributes to the maintenance and design of diverse high-quality *Baukultur* places. It enables an assessment of the *Baukultur* quality of places with the help of the eight criteria Governance, Functionality, Environment, Economy, Diversity, Context, Sense of Place and Beauty. Furthermore, the Davos *Baukultur* Quality System supports planning and projects, competition judging and participatory processes. It also incorporates and weights social, emotional and cultural values equally to technical and functional aspects. The quality system includes an assessment form with a questionnaire for each of the eight criteria. This questionnaire can be adapted to the specific situation of a place or project and expanded if necessary. The completed questionnaire is used to determine the *Baukultur* quality of a place as well as its strengths and weaknesses from a *Baukultur* perspective.<sup>97</sup>

## *17 May 2021, Potsdam: Kodex für Baukultur<sup>98</sup>*

With support from the real estate and housing industry, the Institute for Corporate Governance in the German Real Estate Industry (ICG)<sup>99</sup> and the German Federal Foundation for *Baukultur*<sup>100</sup> initiated and developed the Kodex für *Baukultur*, a voluntary commitment to the responsible performance of tasks by companies in the real estate industry. With this guideline for the design of our living environment, published in May 2021, *Baukultur* becomes a recognised goal in the German real estate industry.

## *20 November 2020: New Leipzig Charter – The transformative power of cities for the common good<sup>101</sup>*

<sup>96</sup> Davos *Baukultur* Quality System (2021). Eight criteria for a high-quality *Baukultur*: <https://davosdeclaration2018.ch/en/dd/nav/index/quality-system> (accessed 28 July 2022).

<sup>97</sup> Sample assessments of 12 places on mandate of the Swiss Federal Office of Culture: <https://davosdeclaration2018.ch/fr/dd/nav/index/quality-system> (accessed 10 August 2022); furthermore an SIA publication with 13 case studies is available on payment: <https://www.es-pazium.ch/de/baukultur-culturedubati-culturadellacostruzione> (accessed 10 August 2022).

<sup>98</sup> Kodex für *Baukultur*: <https://www.bundesstiftung-baukultur.de/publikationen/der-kodex-fuer-baukultur> (accessed 28 July 2022).

<sup>99</sup> Institute for Corporate Governance: <https://icg-institut.de/en/> (accessed 14 December 2022).

<sup>100</sup> Bundesstiftung *Baukultur*: <https://www.bundesstiftung-baukultur.de> (accessed 28 July 2022).

<sup>101</sup> New Leipzig Charter: [https://ec.europa.eu/regional\\_policy/en/newsroom/news/2020/12/12-08-2020-new-leipzig-charter-the-transformative-power-of-cities-for-the-common-good](https://ec.europa.eu/regional_policy/en/newsroom/news/2020/12/12-08-2020-new-leipzig-charter-the-transformative-power-of-cities-for-the-common-good) (accessed 17 November 2022).

The informal meeting of ministers for urban development during the German presidency of the Council of the European Union in 2020 adopted the New Leipzig Charter as a follow-up of the 2007 Leipzig Charter laying the track for a contemporary policy on urban development and calling for just, green and productive European cities. The New Leipzig Charter, together with the G7 statement of sustainable urban development ministers,<sup>102</sup> calls for Good Urban (multilevel) Governance. This also requires a holistic understanding of high-quality *Baukultur* as the basis of integrated planning and design processes for every man-made shaping of the living environment in European cities.

*4/5 November 2019, Geneva: Getting the measure of Baukultur – pour un espace de vie de qualité*<sup>103</sup>

To understand how to improve the living environment, the Swiss Federal Office of Culture, the International Council on Monuments and Sites (ICOMOS), the International Union of Architects (UIA), the Swiss Society of Engineers and Architects (SIA) and the Department of Territorial Development (DT) of the Canton of Geneva organised a conference in Geneva in November 2019 assembling the state of research with their partners, distilling a way of assessing *Baukultur* quality and addressing questions such as: What is the exact definition of high-quality *Baukultur*? How can it be achieved? How can *Baukultur* be assessed?

*18 October 2019, Malta: A high-quality Baukultur for Europe | Examples from the Alpine and Mediterranean context*

In October 2019, the Ministry for Justice, Culture and Local Government in Malta and the Swiss embassy in Italy, Malta and San Marino organised an international conference in Malta in cooperation with the Swiss Federal Office of Culture, the Ministry of Education, Culture and University of the Republic of San Marino and the Ministry for Foreign Affairs, Justice and Culture Liechtenstein. The discussion focused on ways of implementing high-quality *Baukultur* in Malta, San Marino, Liechtenstein and Switzerland with the challenges involved.

*13–15 September 2018, Vienna: European Conference for Architectural Policies – “High Quality Building for Everyone. Baukultur and the Common Good in Europe”*

As part of the Austrian Presidency of the Council of the European Union and the European Year of Cultural Heritage, the European Conference for Architectural Policies took place in Vienna. Participants included speakers from Austria and abroad from different fields of specialisation (trade associations, public planning and building authorities, architecture schools) under the broad umbrella of the *Baukultur* domains. Thematically, the focus was on social housing and public space – topics crucial to cohesion and well-being. High-quality *Baukultur* serves the European identity and cohesion as a foundation for high-quality architecture, space design, and landscaping. Thus, in the spirit of the Davos Declaration 2018, this conference endeavoured to promote high-quality *Baukultur* through exchange and closer cooperation within Europe now and in the future.

<sup>102</sup> G7 Urban Development Track, Potsdam, September 2022: <https://urbanoctober.unhabitat.org/event/g7-urban-development-agenda-dialogues-urban-change-d4uc> (accessed 22 November 2022).

<sup>103</sup> Getting the measure of *Baukultur*: <https://davosdeclaration2018.ch/fr/dd/nav/index/davos-process/davos-process--conference-geneva-2019> (accessed 28 July 2022).

## Imprint

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The Context Document was reviewed during an international consultation from 17 October to 11 November 2022 by *Baukultur* stakeholders and experts, the Davos Declaration Community, and broadly consulted on with professional organisations and administrations in Europe. The feedback of the international Davos Community contributed successfully to its improvement and finalisation.

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