

**ANNUAL MEETING OF CIVVIH ICOMOS 2015
and THE SCIENTIFIC SYMPOSIUM**

**HERITAGE, DRIVER OF HISTORIC TOWNS, CITIES AND
URBAN AREAS SUSTAINABLE DEVELOPMENT**

Alicia Leonor Cahn Behrend

**THE MANAGEMENT OF CHANGE
From Rejection To Acceptance**



Historic City

WORLD BANK

FIVE KEY ISSUES or BUSINESS LINES

City management, governance, finance	Urban poverty	Cities and economic growth	City planning, land, and housing	Urban environment, climate change, and disaster management
Accountability Integrity transparency	Property rights Land labour markets City-wide nation-wide public private sector living working conditions	Ensuring competitiveness stable levels of employment. income investment, urban areas to new uses.	challenges for markets. public land management. finance urban structures and use, density urban form. relieve pressure on the limited availability of urban land anticipate future urban growth.	urban form and design efficiency of facilities access to services reduce energy use greenhouse-gas emissions,

HOW TO INTEGRATE THE URBAN HERITAGE CONSERVATION AND ITS PEOPLE IN THIS NEW URBAN FRAMEWORK?

**Strategy. General framework of the problems of urban management
Five Business Lines**

It was elaborated from Bandarin, F., Van O'ers (2012: 114-115)

comprehensive market

management
business opportunity

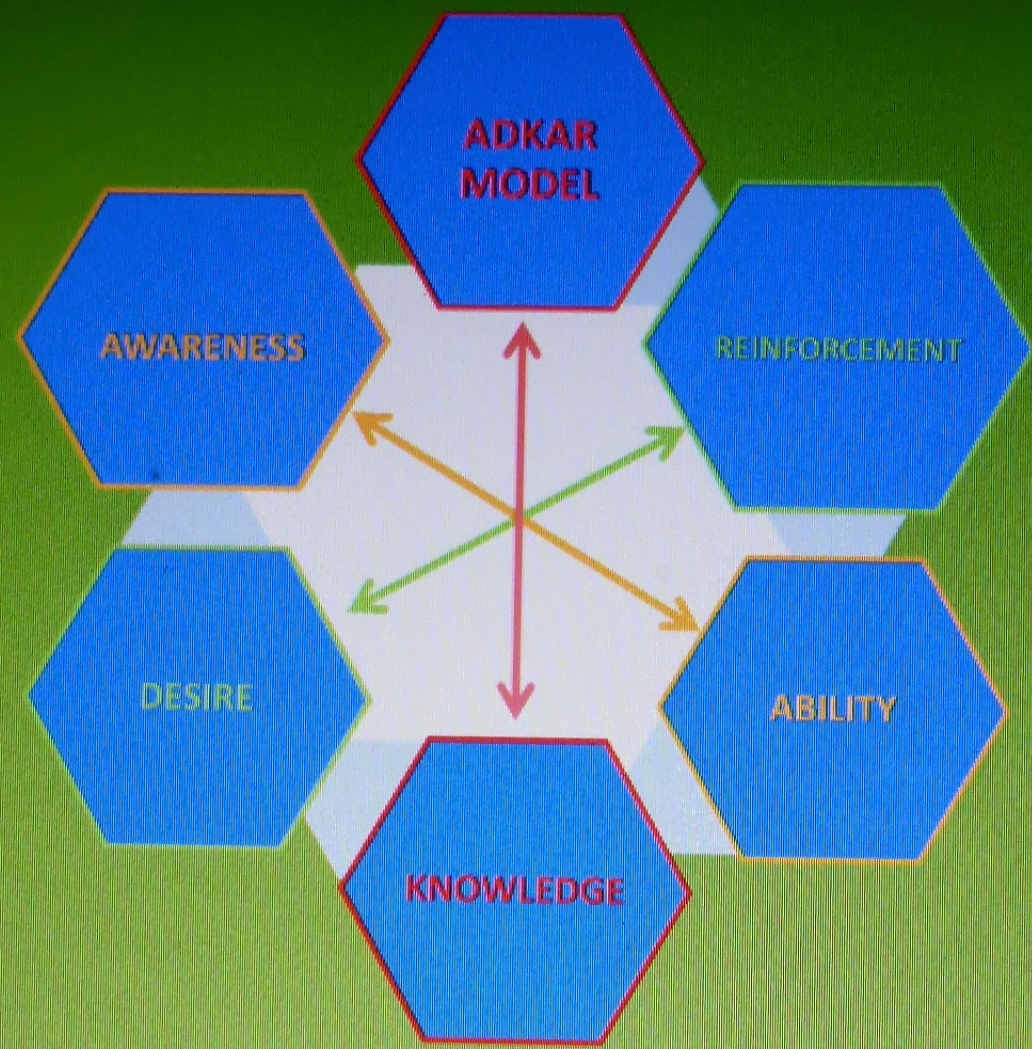
heritage
conservation



urban management

company
[]





ADKAR model

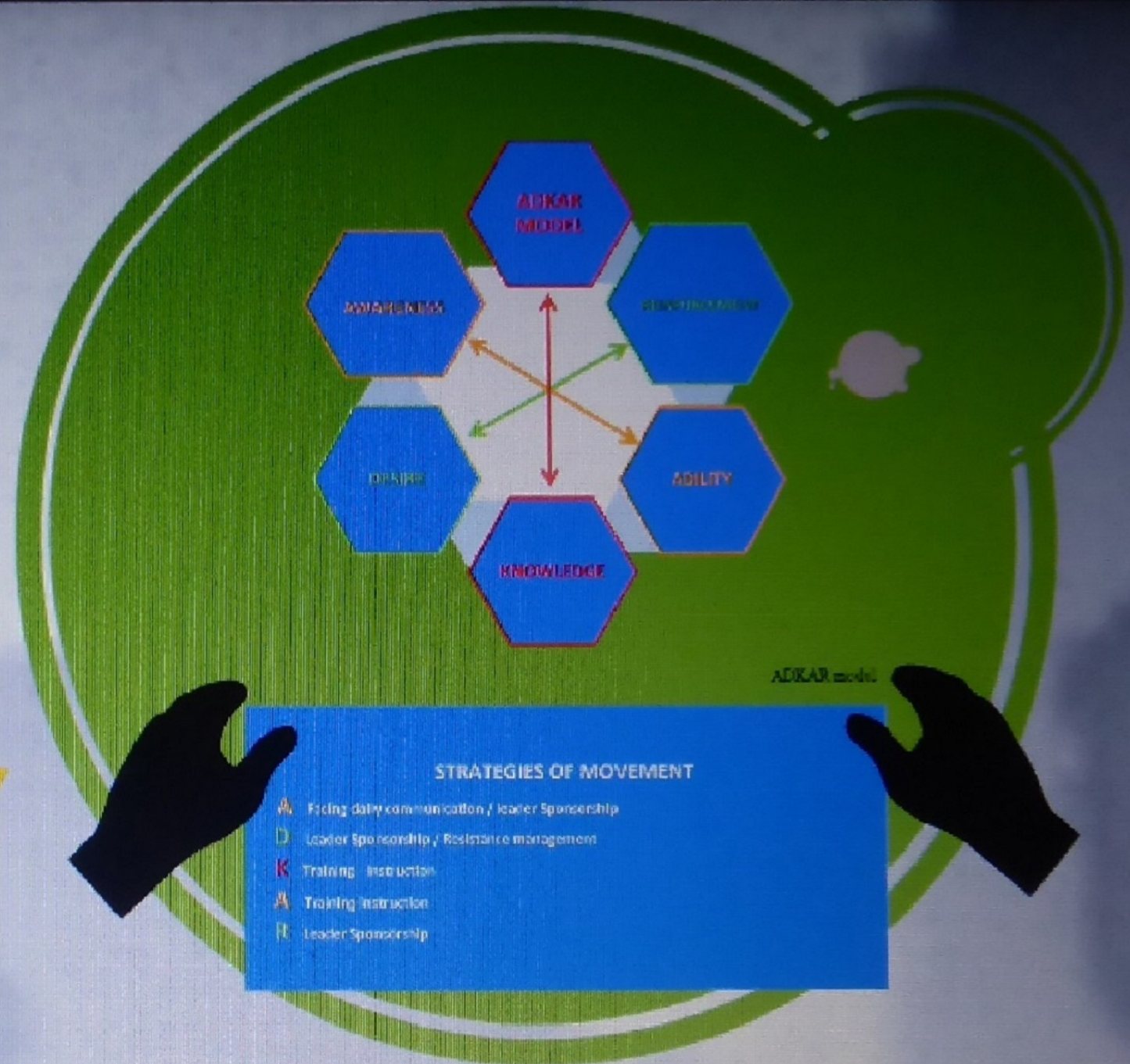
STRATEGIES OF MOVEMENT

- A** Facing daily communication / leader Sponsorship
- D** Leader Sponsorship / Resistance management
- K** Training - instruction
- A** Training instruction
- R** Leader Sponsorship

sive market

nity

company



change management





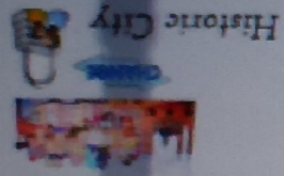
→ impact

→ accompaniment

→ communication

human a

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AND THE 12TH INTERNATIONAL SYMPOSIUM
ON HERITAGE DRIVERS OF HISTORIC TOWNS, CITIES AND
URBAN AREAS SUSTAINABLE DEVELOPMENT
Africa Center City Network
THE MANAGEMENT OF CHANGE
From Rejection To Acceptance

