





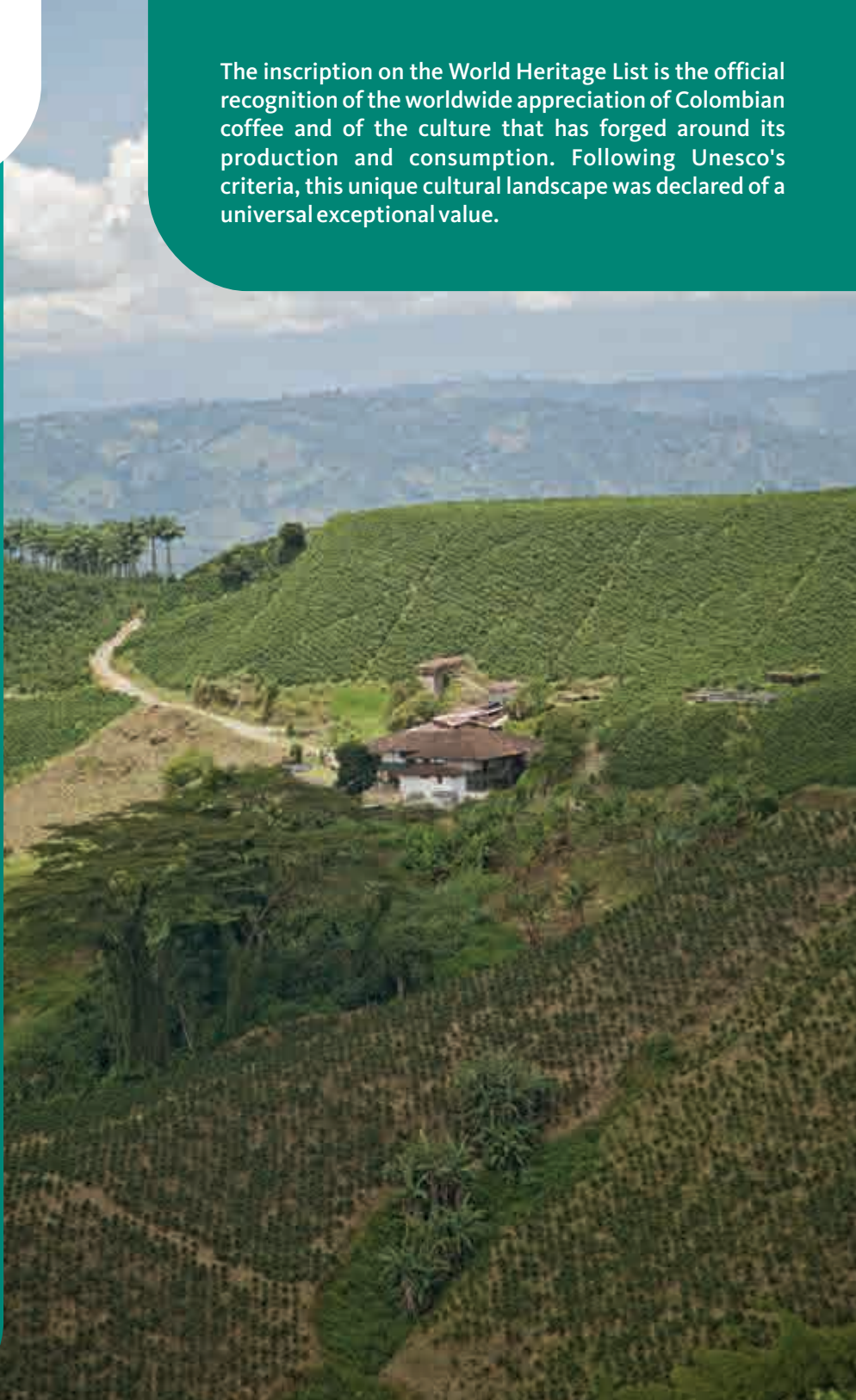
What does being inscribed on the World Heritage list mean?

“It is the title conferred by UNESCO to specific places in the planet that are the best examples of humanity's cultural and natural heritage”¹. It is granted to help nations have a more efficient management of their development, through natural resources and cultural values, in order to foment modernization and progress without compromising identity and cultural diversity.

On June 25 2011 the United Nations Educational, Scientific and Cultural Organization (UNESCO) inscribed the CCLC in the World Heritage List for being an exceptional example of a cultural, sustainable and productive landscape that adapts to unique geographical and natural features while developing a particular culture and an extraordinary social capital.

¹ World Heritage definition, UNESCO.

The inscription on the World Heritage List is the official recognition of the worldwide appreciation of Colombian coffee and of the culture that has forged around its production and consumption. Following Unesco's criteria, this unique cultural landscape was declared of a universal exceptional value.





What does the universal exceptional value recognition conferred to the CCLC mean?

It implies the commitment of the Colombian government with the international community and of all nations towards the protection of the Coffee Cultural Landscape of Colombia. The inscription on the World Heritage List is an opportunity for inhabitants and visitors to get to know, value and enjoy the landscape while assuming the responsibility of ensuring its conservation and protection.





Understanding the term “cultural landscape”

A cultural landscape is a territory that has been modified by the presence of humans. The components that identify it are:

- Natural substrate: orography, soil, vegetation and water.
- Human action: modification or alteration of natural elements and construction of new elements for a specific purpose.
- Production activity as a functional component related to the economy, lifestyles, beliefs and culture.
- Cultural landscapes are cultural goods that represent the “combined works of man and nature” referred to in Article 1 of the World Heritage Convention.
- Evolution of society and human settlements influenced by the physical limitations or opportunities of the environment and by the successive external and internal social, economic and cultural forces.

The term “cultural landscape” encompasses a variety of manifestations that arise from the interaction between humankind and the environment.

DESCRIPTION OF THE COFFEE CULTURAL LANDSCAPE OF COLOMBIA



The Coffee Cultural Landscape of Colombia is the result of the effort of numerous generations of coffee growers and an outstanding example of human adaptation to challenging geographical conditions. The complex economic conditions faced by the region's coffee producers before their coffee was valued and recognized worldwide, made them an exceptional model of collective action.

The Coffee Cultural Landscape of Colombia is a region of unparalleled beauty. Among the treasures of this unique and representative landscape are coffee plantations, natural forests and biological corridors (crucial for the conservation of global biodiversity), valleys, mountain ranges, gentle and steep slopes, glaciers, snowcapped mountains and volcanoes.

The entrepreneurship and tenacity that characterize the region's inhabitants are an integral part of their identity. The landscape's coffee growers and organizations have developed a recognized industry around coffee growing that provides a world recognized product of unequalled quality: Café de Colombia.

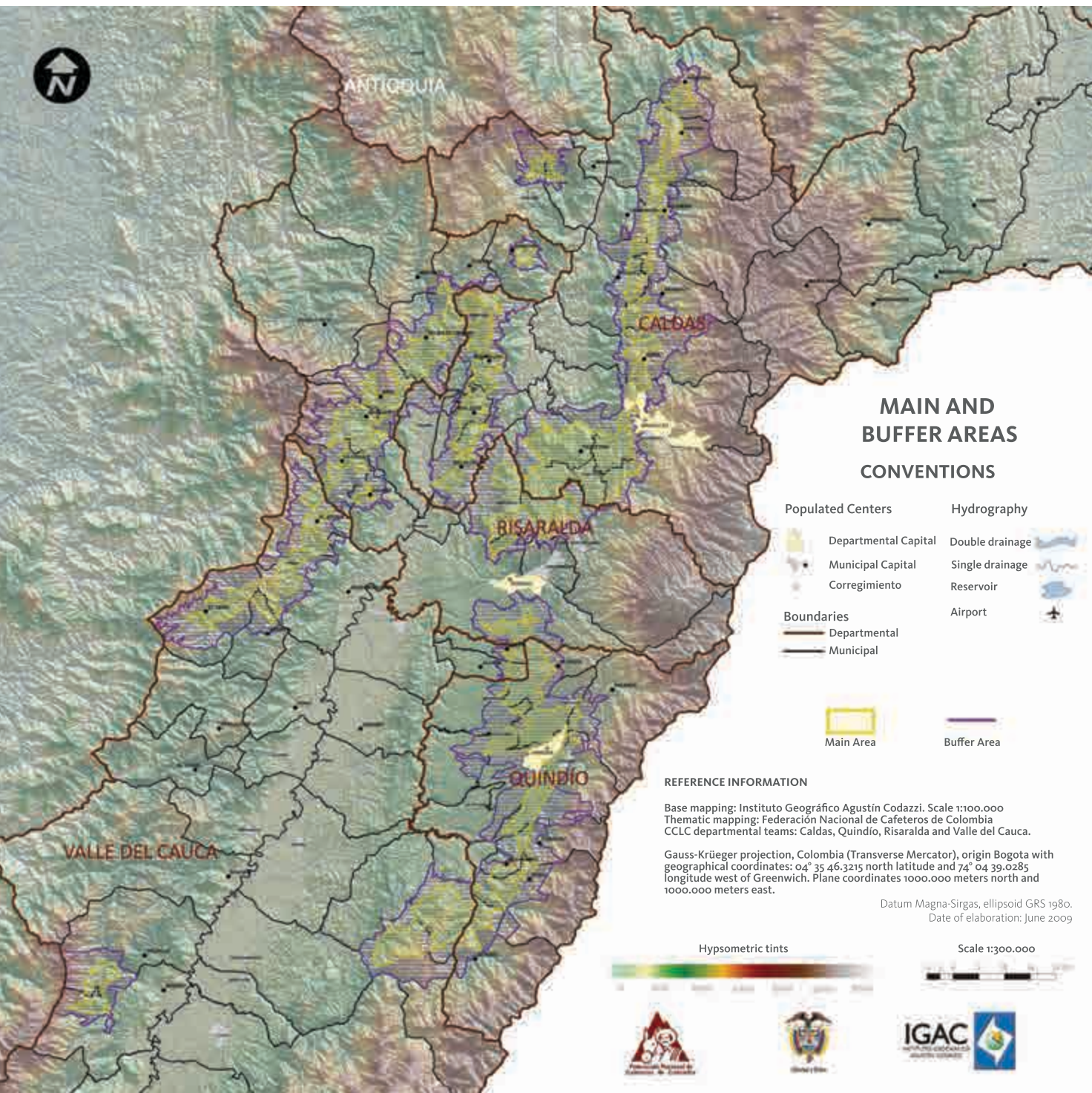
Unique forms of settlement and architectural manifestations characterize the region. One example is the construction technique of bahareque that resulted from the use of bamboo.

The variety and originality of the region's cultural manifestations engendered an intangible heritage recognized by UNESCO as an exceptional value. Coffee and its productive environment inspired oral tradition, dance, music, traditional cuisine and other numerous traditions that have been transmitted from generation to generation.

From an institutional standpoint, the presence of the coffee guild in each municipality, the National Coffee Research Center (Cenicafé), Buencafé Freeze Dried Colombian Coffee and the purchase points that guarantee producers the purchase of their coffee, are some of the main strengths of the CCLC.



LOCATION OF THE COFFEE CULTURAL LANDSCAPE OF COLOMBIA



MAIN AND
BUFFER AREAS
CONVENTIONS

- | | |
|----------------------|-----------------|
| Populated Centers | Hydrography |
| Departmental Capital | Double drainage |
| Municipal Capital | Single drainage |
| Corregimiento | Reservoir |
| Boundaries | Airport |
| Departmental | |
| Municipal | |
| Main Area | Buffer Area |

REFERENCE INFORMATION

Base mapping: Instituto Geográfico Agustín Codazzi. Scale 1:100.000
Thematic mapping: Federación Nacional de Cafeteros de Colombia
CCLC departmental teams: Caldas, Quindío, Risaralda and Valle del Cauca.

Gauss-Krüger projection, Colombia (Transverse Mercator), origin Bogotá with geographical coordinates: 04° 35' 46.3215 north latitude and 74° 04' 39.0285 longitude west of Greenwich. Plane coordinates 1000.000 meters north and 1000.000 meters east.

Datum Magma-Sirgas, ellipsoid GRS 1980.
Date of elaboration: June 2009

Hypsometric tints

Scale 1:300.000



What comprises the CCLC?

Located in the Central and Western branches of the Andes mountain range, the CCLC is comprised by specific areas from 47 municipalities and 411 veredas in its main area and by 4 municipalities and 447 veredas from the departments of Caldas, Quindío, Risaralda and Valle del Cauca in its buffer area. Coffee producing areas known for their attributes, the relationships among their inhabitants and their cultural heritage were developed upon these mountains.

Because of its "location, topography, climate and soils, the landscape has a numerous strategic habitats for the conservation of biological diversity."² The region's natural forests and biological corridors are considered essential for global conservation.

² Conservation International, sf. Rodríguez y Osorio, 2008.



CRITERIA RECOGNIZED BY UNESCO FOR INCLUDING THE COFFEE CULTURAL LANDSCAPE OF COLOMBIA IN ITS WORLD HERITAGE SITE LIST

The CCLC is a sustainable, productive and centenary cultural landscape in which the collective effort of generations of peasant families built exceptional social, cultural and productive institutions while generating innovative practices for natural resource management.

The CCLC is a productive cultural landscape that contains natural, economic and cultural elements. Its high degree of homogeneity is reflected in its mountainous geography and coffee plantations where the shape and design of the coffee landscape are articulated. The CCLC's communities created and preserved an identity rich in cultural manifestations that are unparalleled to those of any other coffee growing area in the world.





The architecture of coffee growing farms, and of most urban buildings, has incorporated the use of local materials as the native species *angustifolia* bamboo. The CCLC's harmonious integration between the productive process, the social organization and the housing typology is not only unique in the world, but also necessary for the development of the coffee culture in such a harsh rural area.

These characteristics meet the evaluation criteria V and VI established by UNESCO's World Heritage Center to inscribe the Coffee Cultural Landscape of Colombia on the World Heritage List.

Criterion V stipulates: "Be an outstanding example of traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment, especially when it has become vulnerable under the impact of irreversible change".

Criterion VI establishes that all landscapes that aspire to be in the World Heritage List must be "directly or tangibly associated with the events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance".

The justification of these criteria aimed to: value the coffee growing culture and its contribution to conservation, sustainability, integrity and authenticity as an evolving and changing landscape; strengthen sense of belonging and social cohesion; and value the landscape's beauty.



**THE CCLC's EXCEPTIONAL AND UNIVERSAL VALUES ARE DEFINED
BASED ON THE FOLLOWING ATTRIBUTES**



Based on a system that evaluated each attribute according to its impact on the landscape's conformation and exceptional value, those capable of being localized specifically and definably on a map were selected.

The CCLC's main and buffer areas were defined through this procedure. They were considered the most representative at the time of verification because they concentrate the greatest values of the landscape's attributes. Even though the areas are separated, they constitute a whole because of their high degree of homogeneity, which is expressed through their attributes, the relationships between its inhabitants and their cultural heritage.



FOUR EXCEPTIONAL VALUES OF THE COFFEE CULTURAL LANDSCAPE OF COLOMBIA

A. Family effort transmitted from generation to generation in order to produce excellent quality coffee

Coffee from the CCLC corresponds to a special category of mild Arabica coffees known as mild Colombian coffees. It is grown in the foothills of Colombia's Central and Western mountain ranges in rich volcanic and organic matter soils at altitudes between 1,200 and 2,000 meters above sea level.

Thanks to the will, effort and commitment transmitted from generation to generation, nearly 24,000 families grow high quality mountain coffee in the Coffee Cultural Landscape of Colombia. The farms where these families grow their coffee have an average of 4,5 hectares, of which no more than 2,6 hectares are grown in coffee. Articulated to the evolution of the coffee business, innovative planting techniques adapted to the harsh conditions of the Colombian Andes have been implemented.

Today, the region remains alive, dynamic and constantly evolving. Coffee is a crucial product for guaranteeing social and economic stability and the viability of rural coffee growing communities.



B. Coffee culture for the world



Life revolves around coffee. The values, entrepreneurship, hard work and kindness of the CCLC's inhabitants have generated an enormous wealth of cultural manifestations.

Coffee growing and commercialization have forged a cultural heritage of tangible and intangible assets that are a source of regional and national pride. This cultural heritage can be appreciated through towns, architecture, objects, traditions, municipal fairs, names of local businesses that honor coffee growing, crafts, traditional cuisine, the muleteer, the machete, the "yipao", Juan Valdez, typical clothing and Spanish influenced architecture which was appropriated, adapted and transformed through bahareque.



In no other place in the world are coffee and culture so combined.

FOUR EXCEPTIONAL VALUES OF THE COFFEE CULTURAL LANDSCAPE OF COLOMBIA

C. Strategic social capital built upon an institution

Colombian coffee growing, the main economic activity of the Coffee Cultural Landscape of Colombia, has been led by a unique institution for over 85 years: the Colombian Coffee Growers Federation (FNC). The FNC and its Coffee Grower Committees have been crucial for organizing the collective action of coffee farmers towards generating welfare; establishing sustainability programs; and constructing roads, schools, health posts and infrastructure.

The public goods provided by the FNC to its members allow coffee producers to participate and make collective decisions in municipal and departmental coffee grower committees; receive technical support from the Extension Service; have first-hand access to the research developed by Cenicafé; and rely on coffee purchase guarantee through Almacafé and coffee grower cooperatives.

In Colombia, coffee is synonymous with progress and development. Millions of people depend directly or indirectly of coffee growing. The historical process of growing, managing, commercializing and consuming coffee has generated a social cohesion that is recognized worldwide. The Colombian Coffee Growers Federation represents more than 563 thousand coffee growing families.





D. Conservation and balance between tradition and technology to guarantee quality and sustainability

Although the region where the Coffee Cultural Landscape of Colombia is located offers advantages for coffee production, it also poses great challenges. Traditional planting and post-harvest techniques have been adapted and improved for over 100 years. This has resulted in a balance between tradition and technology that guarantees competitiveness and quality.

The “knowledge circuit” strengthens this continuous adaptation and improvement. Supported by Cenicafe and by the coffee grower committees’ Extension Service, the circuit helps coffee growers adapt to technological innovations. This has enabled the Coffee Cultural Landscape of Colombia to continue being productive and economically, socially and environmentally sustainable.



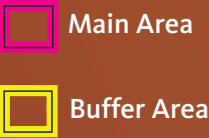
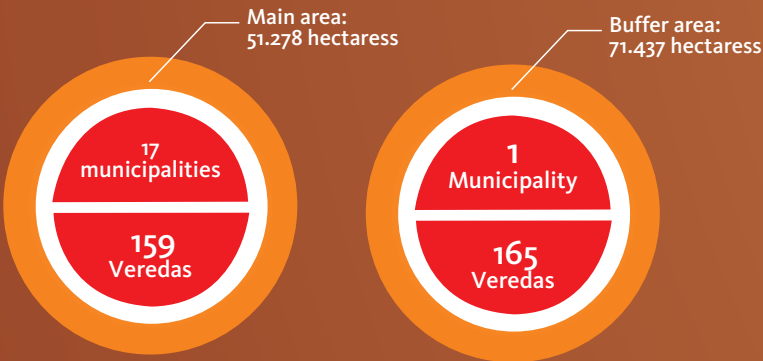
LOCATION OF THE COFFEE CULTURAL LANDSCAPE OF COLOMBIA

Municipalities and departments that comprise the CCLC

Department of Caldas

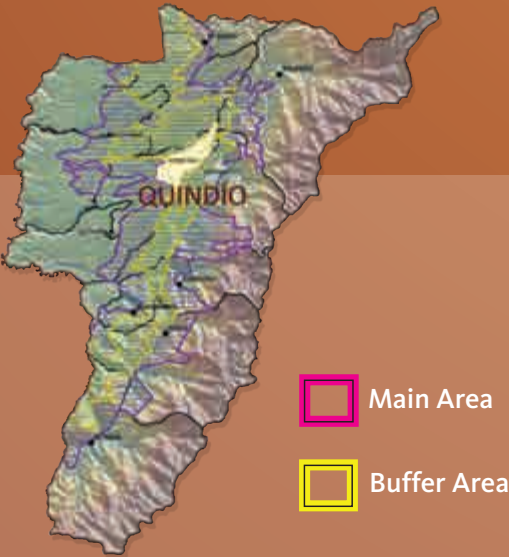
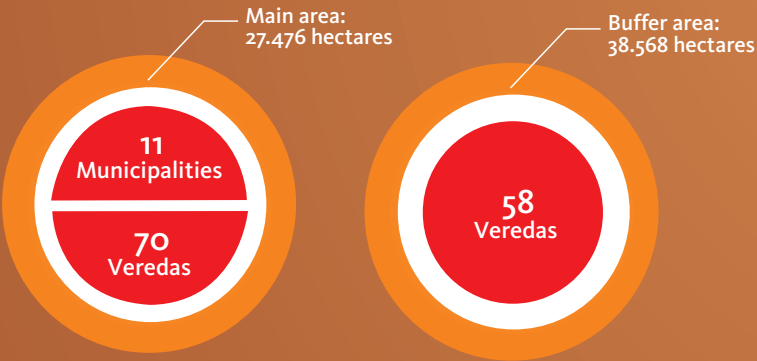


The department of Caldas includes veredas from the rural areas of the municipalities of Aguadas, Anserma, Aranzazu, Belalcázar, Chinchiná, Filadelfia, La Merced, Manizales, Neira, Pácora, Palestina, Riosucio, Risaralda, Salamina, San José, Supía and Villamaría. It also includes the urban areas of Belalcázar, Chinchiná, Neira, Pácora, Palestina, Risaralda, Salamina and San José. Viterbo in the buffer area.



Department of Quindío

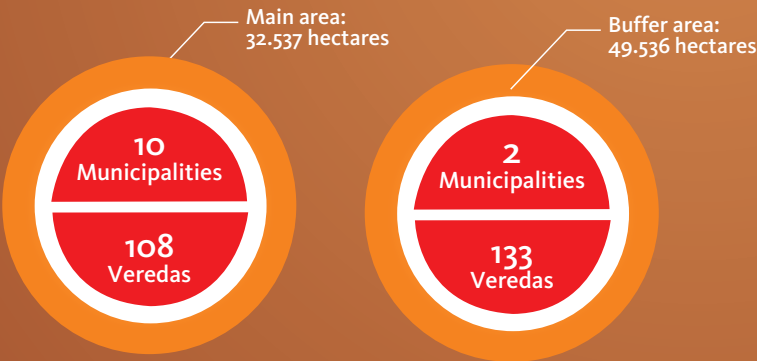
The department of Quindío includes rural areas from the municipalities of Armenia, Buenavista, Calarcá, Circasia, Córdoba, Filandia, Génova, Montenegro, Pijao, Quimbaya and Salento and from the urban area of Montenegro.



Department of Risaralda

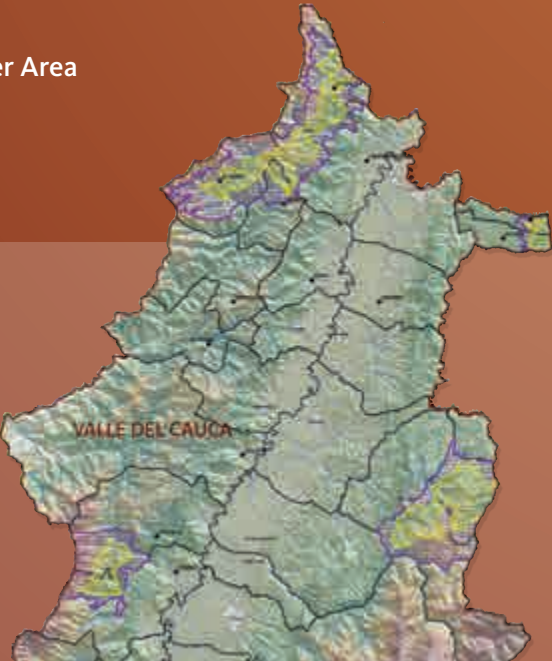
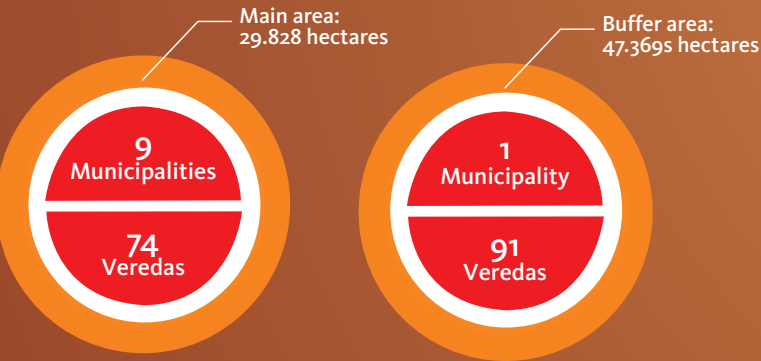


The department of Risaralda includes veredas from the rural areas of the municipalities of Apía, Balboa, Belén de Umbría, Guática, La Celia, Marsella, Pereira, Quinchía, Santa Rosa de Cabal and Santuario and from the urban areas of Apía, Belén de Umbría, Marsella and Santuario. In its buffer area it includes veredas from Dosquebradas and Mistrató.



DEPARTMENT OF VALLE DEL CAUCA

The department of Valle del Cauca includes veredas from the rural areas of the municipalities of Alcalá, Ansermanuevo, Caicedonia, El Águila, El Cairo, Riofrío, Sevilla, Trujillo and Ulloa and the urban area of El Cairo. It also includes Argelia in its buffer area.



CONSERVATION OF THE COFFEE CULTURAL LANDSCAPE OF COLOMBIA



The exceptional characteristics of the CCLC require the design and implementation of a protection, planning and management instrument called the Management Plan. The Plan establishes policies and actions to maintain and improve the landscape's current and future conservation and development conditions.

The CCLC's Management Plan includes objectives, strategies and activities to preserve and guarantee the existence of the four universal values for which UNESCO inscribed the landscape on the World Heritage List.

The Management Plan and protection initiatives enable the CCLC's inhabitants to interact with the landscape while conserving it sustainably. The principles established for the management of the CCLC are the economic and social welfare of its inhabitants, the preservation of their cultural heritage and its environmental sustainability.



Commitment of related entities

In order to guarantee the preservation of the CCLC for future generations, public and private national entities including the Ministry of Culture and the Colombian Coffee Growers Federation joined forces with regional governments, regional autonomous corporations, coffee grower committees, chambers of commerce, the SENA, municipal mayoralties and universities from the four departments that comprise the CCLC. The group of universities from the CCLC is represented by the Red Alma Máter, the Heritage Landscapes Sustainability Observatory, heritage wardens, FNC extensionists and the community.

Commitment of the inhabitants

Several art manifestations have been transmitted from generation to generation through ancestral knowledge and crafts, enabling the proper conservation of the CCLC's main attributes.

The roots and perseverance of coffee growers and the cultural and social values of coffee growing families maintain their culture intact.

Management Plan

Value	Strategic Objective	Indicator	Led by
Human, family, generational and historical effort put into producing excellent quality coffee	Foment the coffee industry's competitiveness	Renovated hectares	Colombian Coffee Growers Federation
		Extension Service coverage	
		Number of youth participating in generational handover	
	Encourage the development of the coffee community and its environment	Investment in educational processes related to coffee	Colombian Coffee Growers Federation and regional governments of Caldas, Quindío, Risaralda and Valle del Cauca
		Number of trained coffee growers in business management	
		Investment in productive and communitarian infrastructure	
		Number of products/establishments that are part of the brand certification program	Ministry of Commerce, Industry and Tourism; Colombian Coffee Growers Federation, and regional governments of Caldas, Quindío, Risaralda and Valle del Cauca

Value	Strategic Objective	Indicator	Led by
Coffee culture for the world	Preserve, revitalize and promote cultural heritage while linking it to regional development	Number of regional research projects concerning the cultural heritage of the Coffee Cultural Landscape of Colombia	Ministry of Culture, regional governments, mayoralties and universities of the Coffee Cultural Landscape of Colombia
		Number of cultural assets with running intervention projects	
		Number of projects or activities developed by Heritage Lookouts in the Coffee Cultural Landscape of Colombia	
		Number of cultural assets included in municipal and departmental inventories and in the Ministry of Culture	
		Number of cultural heritage outreach activities in the Coffee Cultural Landscape of Colombia	
		Number of archaeological management plans developed in the area	
		Number of running preventive archaeological projects	
		Number of territorial use plans in which the Coffee Cultural Landscape of Colombia 's guidelines are included	
		Number of development plans that include the guidelines of the Coffee Cultural Landscape of Colombia's Management Plan	

Value	Strategic Objective	Indicator	Led by
Strategic social capital built upon an institution	Strengthen coffee's social capital	Number of coffee growers participating in leadership workshops and union meetings	Colombian Coffee Growers Federation
		Number of trained coffee growing women	
	Foment integration and development	Social investment leverage ratio	Ministry of Culture and Colombian Coffee Growers Federation
		Number of projects articulated with the tourism policy of the Deputy of Tourism and number of actions related to sustainable tourism in the tourism plans of the regional government	

Value	Strategic Objective	Indicator	Led by
Relationship between tradition and technology to guarantee quality and sustainability.	Support the productive and environmental sustainability of the CCLC.	Hectares involved in productive projects related to coffee.	Colombian Coffee Growers Federation, Cenicafe and Regional Autonomous Corporations
		Number of participant hectares involved in projects that improve and preserve the environment.	
		Adoption of technologies that support quality and sustainability.	Colombian Coffee Growers Federation and Cenicafe



IMAGE

The image of the Coffee Cultural Landscape of Colombia (CCLC) reveals the blending between man and nature; mountains; water, fauna and flora wealth; culture, archeology, and architecture; and the values of the region's coffee growing families and inhabitants. They all come together in a logo symbol that inspires identity, sense of belonging and regional pride.



The hand symbolizes the careful attention of Colombian coffee growers towards their product, the manual harvesting of ripe cherries, and the effort of coffee growing families.



The coffee symbolizes the crop that has become the core of the region's identity and development.



The balcony symbolizes the architecture of Colombia's coffee growing area.



The mountains reveal the landscape's natural beauty and its importance as an example of human settlement on the environment.

The hummingbird and the butterfly symbolize the Coffee Cultural Landscape of Colombia's fauna wealth.



The frog from the coffee plantations symbolizes the environment's purity and the region's archaeological treasures.

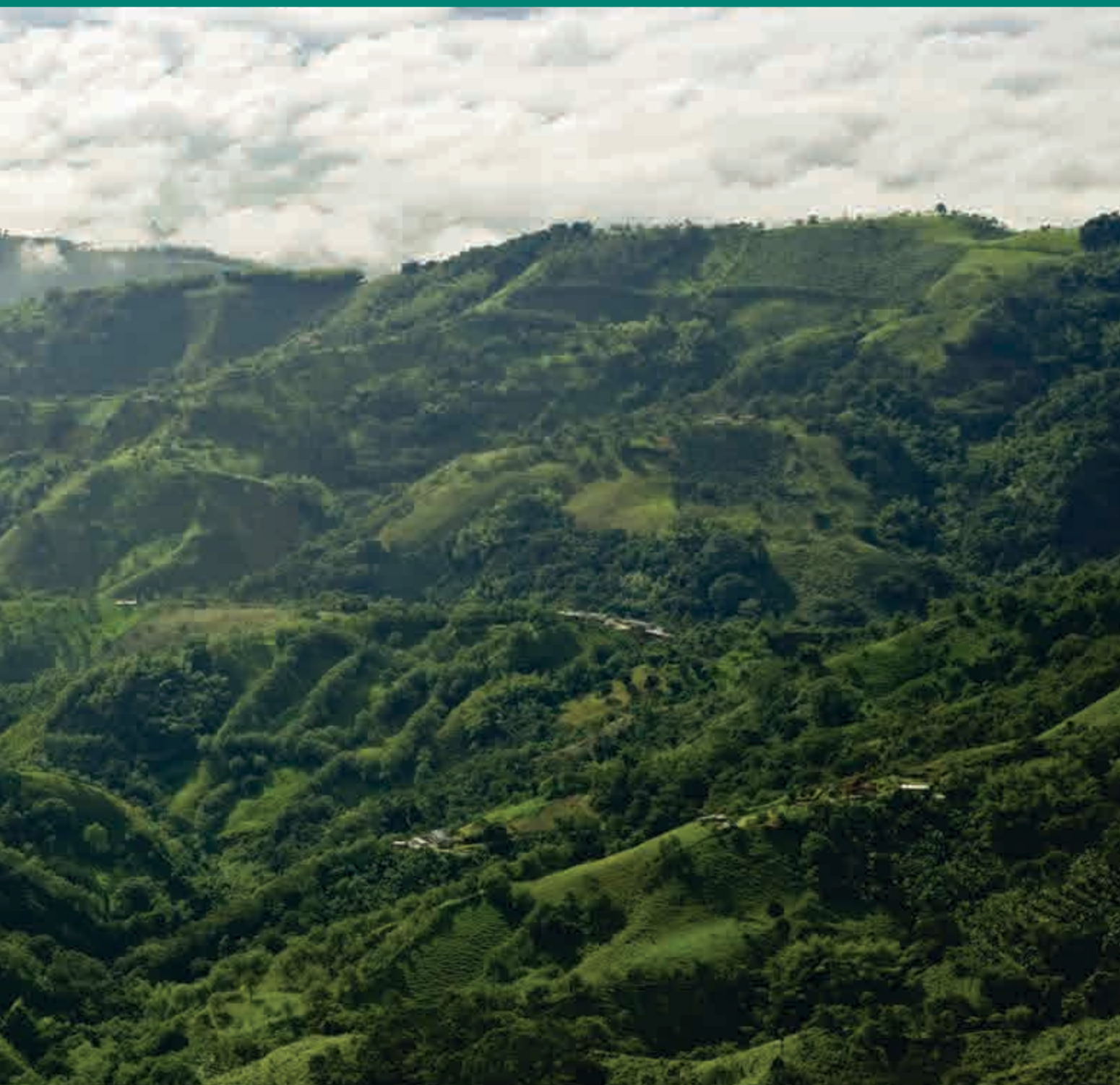


The bamboo represents the crops that are mixed with coffee plantations and symbolizes the water wealth of the Coffee Cultural Landscape of Colombia.



The flora represents the unique natural wealth of the landscape.







Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura



Paisaje cultural
cafetero de Colombia
inscrito en la Lista del
Patrimonio Mundial en 2011



MinCultura
Ministerio de Cultura



Websites

www.pcc.org.co

www.mincultura.gov.co

www.federaciondecafeteros.org

E-mail: info.pcc@paisajeculturalcafetero.org.co

Paisaje Cultural Cafetero Colombiano

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