

Heritage Adapts!



An invitation to for-profit and non-profit organizations providing services supporting climate adaptation: Partner with the Heritage Adapts! 3000 by 2030 Campaign and Community of Action as a Service Provider to help scale climate adaptation across global heritage places and cultural practices.

The Context

Climate change is the fastest growing threat to cultural and natural heritage worldwide and its impacts are becoming more noticeable and alarming by the day. A shared legacy for future generations, culture and heritage not only unite communities around memory and identity but offer vital insights and resources for adapting to a rapidly changing world. But climate change does not have to be a story about losing the places, cultures, and traditions that make us who we are, it can be about strengthening and saving them. Together, we can transform heritage sites and cultural practices and institutions into a force for durable, effective adaptation and community resilience.

Join Heritage Adapts! as a Service Provider

Whether you're a consultant selling adaptation planning services or an NGO offering free training and workshops, you can list your service with the Heritage Adapts! Community of Action and find people who need what you offer. By joining forces, we can connect thousands of advocates working to adapt their heritage places and cultural practices with service providers who can help. The goal: better equip local leaders, culture advocates and heritage custodians with the tools, knowledge, and support they need to protect their culture and heritage.

The Campaign and Community of Action

To scale-up locally-led adaptation for culture and heritage everywhere, a broad coalition initially numbering over 100 organizations has launched Heritage Adapts!. Heritage Adapts! is a global campaign uniting stewards of heritage sites and cultural practices behind a collective pledge to take climate adaptation action by 2030 and supporting them through the process to actually do it. Developed directly with stewards and led by a coalition spearheaded by Preserving Legacies and Leadership Partner networks, the campaign brings together the hands-on expertise and reach this work demands. Recognised as a UN Plan to Accelerate Solutions aligned with the cultural heritage target of the Global Goal on Adaptation, Heritage Adapts! links local action with global impact, democratising adaptation to strengthen community resilience worldwide.

The Campaign is aimed at all heritage sites and cultural practices and institutions, big and small, well-resourced or not, experienced or inexperienced. To help assure that each succeeds in developing and implementing an adaptation action by 2030, we've created the Heritage Adapts "Community of Action." Part learning platform, part social network, it aims to democratize climate and heritage education, expand access to climate data, and foster a global peer-to-peer network.

The **Heritage Adapts! Community of Action** is structured around a three-stage, self-directed learning and support experience we're calling the Heritage Adapts **Action Journey**:

- Stage A. Climate literacy and heritage literacy.
- Stage B. Locally-led climate risk assessment and adaptation planning.
- Stage C. Implementing, monitoring, and evaluating adaptation action(s).

While the Action Journey is available only to Stewards taking the Heritage Adapts! Pledge, a companion Heritage Adapts! Commons is available to Stewards and other participants alike, including Supporting Partners. The Commons includes the Service Provider Directory as well as a Resource Library, a policy advocacy space known as HAPi, and discussion boards and events.

The Directory of Service Providers

A key element of the Community of Action Commons is a directory of service providers. That's where you come in. The Community of Action will have thousands of people participating in the Action Journey, as well as designing and implementing every conceivable type of heritage adaptation plan. Many of them will require outside support and assistance. Providers of adaptation-oriented goods and services, whether free or for-fee, can participate in the Community of Action by offering them directly to those who need them.

The benefits you will get from joining the Heritage Adapts! coalition as a Service Provider:

- **Expand your reach to potential service users**
 - Access a fast-growing network of thousands of culture and heritage professionals, advocates, practitioners and stewards worldwide who may be in need of your services.
 - Your organisation's logo, name and contact is listed on the website in the directory of service providers, along with the services you offer and whether they are free or fee-based.

- **Wider visibility as a leader in climate adaptation expertise for natural and cultural heritage.**
 - Greater visibility and reach for your climate adaptation work and specialized service offerings.
 - Participate in thematic, geographic or language-specific discussion boards, convenings and expert webinars.

In return, we're asking you to:

- **Sign-up:** Join the campaign as a Service Provider by filling in an information form describing the goods/services you offer and its target audience/region, and agreeing to uphold Preserving Legacies' values and terms and conditions.
 - Not-for-profit service providers can list a service at no cost.
 - *For-profit organizations can be listed in the Service Provider directory for free until 10 July 2026. From 13 July a listing fee of \$100 applies to listing service of for-profit organisations.*
- **Communicate:** Help spread the word about Heritage Adapts! and the Community of Action by sharing information via your own channels (website, social media, newsletter, etc.).

Preserving Legacies serves as the coordinator/administrator of the Campaign and the Community of Action. We are committed to:

- Underwriting the online platform's infrastructure and ongoing development.
- Tech support and community management in public-facing spaces.
- Production and implementation of the multimedia stage-based learning and action modules for the Heritage Adapts Journey, with more than 250 elements, including videos, work-sheets and interactive features.
- Marketing and communications coordination across partners to maximize impact.

Join us as a Service Provider now!

With the profile of climate adaptation for culture expected to rise with a growing number of governments moving to implement the UN's new Global Goal on Adaptation culture heritage target, now is the time for culture and heritage leaders to collaborate and support locally-led adaptation action. *We are stronger together.*

By endorsing **Heritage Adapts! and joining the community of action** as a Service Provider, your organization will be part of a truly global, well-resourced, highly visible, community-powered response to climate change — rooted in the knowledge, stories, and traditions that connect us all. Together, let's ensure that thousands of communities across the world are successful in implementing locally-led heritage adaptation action!

We also offer the option to join the Heritage Adapts! coalition as a Supporting Partner. Supporting Partners are groups/organizations that agree to endorse the Heritage Adapts! Campaign and promote it to their network(s). Supporting Partners gain wider visibility as a climate adaptation and heritage leader and are well positioned to help colleagues in their respective networks access Heritage Adapt's rich resources for supporting local action. In addition to access to the Commons, each Supporting Partner's logo and name will be included on the Heritage Adapts! website. There

is no financial obligation.

The Heritage Adapts! Community of Action and the development of the campaign is backed by a major financial and staff commitment from Preserving Legacies, made possible by a grant from the National Geographic Society.

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