





## Module I. Culture & IP

### Cultural Heritage Course

Topic 1. Cultural and Natural  
Heritage

Lesson 1. What is  
Cultural and Natural  
Heritage?



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*In this lesson, we will learn...*

General aspects of  
Cultural and Natural  
Heritage.





And we will learn the  
importance of these  
concepts to our identity.





And  
remember,  
our  
reference will  
be UNESCO.



Cultural Heritage is the set of tangible and intangible elements that constitute the heritage of a human group, which emotionally reinforce its sense of community with its own identity and are perceived by others as characteristic.

“Cultural Heritage as a product of human creativity, is inherited, transmitted, modified and optimized from individual to individual and from generation to generation.” –  
Mayerlin Barrezueta





“Cultural heritage is important because it strongly influences our sense of identity, our loyalties, and our behavior. Memory institutions (archives, libraries, museums, schools, and historic sites) have a responsibility for preserving and interpreting the cultural record.”  
(Zadar,2013)



If we show, we sensitize ...  
If we sensitize, we  
protect!



## CREDITS

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