

CHAPTER IV

UNESCO AND SUSTAINABLE DEVELOPMENT

IMPLEMENTATION IN BOROBUDUR

Inscribed on the World Heritage List in 1991, the Borobudur Temple Compounds have been attracting large numbers of tourists. However, Borobudur has been the subject of serious concern in the recent years for the UNESCO World Heritage Committee and its advisory bodies. This disquiet is based on continuing high levels of tourism at the site, with the poor state of the famous stone bas-reliefs at the monument itself, inadequate site management mechanism, and moreover, the infrequent interaction between the local community and tourists who visit the temple of Borobudur.

In February 2006, a UNESCO/ICOMOS (the International Council on Monuments and Sites, a non-governmental international organisation dedicated to the conservation of the world's monuments and sites) joint mission was carried out to the Borobudur Temple Compounds World Heritage site, at the request of the World Heritage Committee (Decision 29 COM 7B.53). The mission assessed the state of conservation of the World Heritage property. Special attention was paid

to issues relating to the overall heritage and local tourism management. The report points out that “the extent of the vendor stalls around the car park and site entry forecourt remains as the most significant issue. The current, visually chaotic situation is not compatible with the visitor’s expectation of a world class heritage site as it detracts significantly from the experience and is cause for frustration for visitors and local community alike. This problem is related to the question of the sustainable development of the area surrounding Borobudur, and to the fact that there is little attempt to develop tourism in the area of Borobudur and use the Temple as a platform to bring benefits to the wider context” (UNESCO/ICOMOS 2006).¹

Unfortunately, visitors who come to Borobudur often return to Yogyakarta the same day without visiting any other place in the area, therefore not spending any money locally. Once they reach the Borobudur Archaeological Park, which is equipped with an information centre, museums, a small-scale animal zoo, kiosks and stalls, cultural performance stages and a parking lot, they tend not to visit nearby local villages nor the other temples of Mendut and Pawon, which are situated outside of the Borobudur park. There are relatively few locally-made

¹ Nagaoka, Masanori. (2011). Revitalization of Borobudur, Heritage Tourism Promotion and Local Community Empowerment in Cultural Industries. ICOMOS Paper.

products in kiosks and souvenir shops in the parking lot. As a result, members of the surrounding community are trying to get some income from the visitors by selling relatively low-quality souvenirs near the parking lot of the Borobudur Archaeological Park, creating congestion and an unpleasant and pressurized situation for tourists.

It is clear that the local community in the area does not benefit enough from tourism due to the absence or ineffectiveness of the tourism management mechanism. When it comes to tourism at the World Heritage site, a linkage between tourism and the local economy should be closely synergized because there are considerable impacts on rural livelihood through heritage tourism, especially in the Borobudur area. Shortage of appealing local products also makes income generation sluggish for the local community. Consequently, local people have been facing difficulties in purchasing a stable power and a sufficient infrastructure in underdeveloped markets. This trend makes the community vulnerable to extreme poverty.²

The attention of UNESCO towards Borobudur World Heritage Site bounce in 2010. It was start on 26 October 2010 when a devastating

² Nagaoka, Masanori. (2011). Revitalization of Borobudur, Heritage Tourism Promotion and Local Community Empowerment in Cultural Industries. ICOMOS Paper.

force of nature was unleashed on the Kedu plain in Central Jawa and Yogyakarta in Indonesia. As Mt. Merapi, an active strato volcano on the Archipelago, shows its seismic activity. It culminates in the largest and most destructive eruption on 5 November. The flows of lava spewing from the volcano surged down the mountain slopes at a cataclysmic and unprecedented speed. In scenes that mirrored the events of Pompei and Herculaneum, the inhabitants of the surrounding villages were caught unaware—killing people as they lay in their beds or talked on their cell phones. By 23 November the Indonesian National Disaster Management Agency reported 386 people dead, 776 people injured and 136,585 displaced. The inhabitants, who had benefited greatly from their verdant and arable landscape, now felt the unparalleled and catastrophic influence of nature, not just from the lava flows but also the seemingly endless amounts of ash caused by the eruption. Merapi spewed lava, blew heat and sent dust for kilometers, leaving the locals with painful stories. The entire nation was mourning. Not only did the catastrophe claim lives and casualties, it also destroyed the economy. The ash blanketed the plain, suffocating plants and livestock on which so many depend as a source of income, forcing them to rebuild their lives and livelihoods. But the ash did not only damage the local agriculture, its movement was unyielding, enveloping buildings, clogging rivers,

closing airports and engulfing the cultural heart and main tourist draw of the area: Borobudur. The Borobudur Temple was shrouded with the destructive ash, blocking the drainage system and penetrating the temple through the cracks and gaps in the stones, infiltrating its inner foundations. It was also feared that the ash was corrosive, therefore the longer it stayed on the temple the more it would harm the intricate reliefs, the most extensive of any Buddhist monument. Emergency action was therefore needed to limit the effects of natural disaster, both in terms of the surrounding livelihoods and the temple itself.³

At that time, UNESCO called for international support in order to fund crucial research and conservation actions, including disaster mitigation efforts, to save the Borobudur Temple and ensure its long-term preservation in alignment with international best practices.

³ Nagaoka, Masanori. (2011). Revitalization of Borobudur, Heritage Tourism Promotion and Local Community Empowerment in Cultural Industries. ICOMOS Paper.



Figure 1. The situation of Borobudur Temple after the eruption of Mt. Merapi in 2010.

Borobudur Conservation Office's photo documentation.

In order to protect the Borobudur Temple and the livelihoods from further damage, it was clear that a drastic and swift invention was needed. On 25 November 2010, UNESCO and other local stakeholders was invited to a meeting by the Indonesian Ministry of Culture and Tourism. The attendees expressed their great concerns about the status of Borobudur and unanimously agreed to assist the authorities in carrying out an emergency joint operation for the mitigation and recovery of Borobudur from the catastrophic natural disaster.

The attendees of the meetings reached a consensus to execute a collaborative emergency operation, in order to rehabilitate the

Borobudur Temple Compounds as well as its surrounding environmental settings from the effects of the eruption at Mount Merapi, and to aid recovery of the local community's livelihood within the natural disaster affected areas, via their full involvement in the rehabilitation of the cultural tourism and creative industry sectors in the region. In order to reach these overall goals, the meeting participants further identified the prerequisites for a joint operation which is divided into the following three-phase actions. The first phase is designed for an emergency response. Two main activities were identified, namely a community-driven emergency cleaning operation with full participation from the local community and indigenous tree-planting actions within the Borobudur Temple Compounds. As a recovery phase, a joint scientific damage assessment mission was planned in order to execute in-depth diagnostic analyses of the current status of Borobudur and ash erosion to the stone monuments. It would also identify comprehensive remedial conservation measures and intensive in-situ training for designated officials from the Ministry of Culture and Tourism in stone conservation techniques. The final phase was aimed at the enhancement of livelihood for the local community via the tourism industries and cultural industries.

Masanori Nagaoka, the Head of Culture Unit UNESCO Jakarta in that time stated that there is still more work to be done, both to ensure

long term preservation of the historical monument and its surroundings and also to help the local communities who have been so deeply affected by the disaster. Although a comprehensive cleaning strategy has averted the potential damage caused by the ash, more support is needed to achieve all of its goals. The overall goals of the UNESCO's on-going project are not only to restore the area to its state before the eruptions, but also to improve the livelihoods, skills, pride and knowledge of the local communities, turning the potentially devastating disaster into a catalyst for change and improvement to all members of the surrounding community. This revitalization project is not only looking to achieve short term benefits, but aims to save the temple and improve the local community's livelihood for generations to come, while assisting the country pursue their development objectives.⁴ UNESCO in this case, should conducted a project in order to save the temple and improve the local community's livelihood. Those two goals only can be achieving through sustainable development way since we want to improve the local community's livelihood as much as we can without caused a damage to the Borobudur Heritage Site and considering the future impacts. The sustainable development is development that meets the needs of the

⁴ Nagaoka, Masanori. (2011). Revitalization of Borobudur, Heritage Tourism Promotion and Local Community Empowerment in Cultural Industries. ICOMOS Paper.

present, without compromising the ability of future generations to meet their own needs. The concept of sustainable development is an approach to development that looks to balance different, and often competing, needs against an awareness of the environmental, social and economic limitations we face as a society.

From the statement by Masanori Nagaoka that mentioned above, in this chapter the researcher would like to analyse the UNESCO mainstreaming sustainable development through their project that was conducted in Borobudur. However, the researcher would like to limited or highlighted the projects that was conducted in 2015 only in order to get in deep data and understanding on the sustainable development. UNESCO project conducted in 2015 to 2016 based on UNESCO - The Fourth Stage of Restoration/Conservation Work and Capacity Building for the Conservation of the Borobudur Temple Compounds Project Report 2016 and UNESCO - Supporting Sustainable Development at the Borobudur World Heritage Site through Youth Livelihood Development and Green Technologies Project, Panasonic Project Report in 2016 can be seen as follows.

A. The Fourth Stage of Restoration/Conservation Work and Capacity Building for the Conservation of the Borobudur Temple Compounds Project, conducted from 29 April 2015 to 29 April 2016.

UNESCO called for international support in order to fund crucial research and conservation actions, including disaster mitigation efforts, to save the Borobudur Temple and ensure its long-term preservation in alignment with international best practices after the eruption of Mt. Merapi in 2010.

Aware of the threat and the necessity to act promptly, the Federal Republic of Germany, generously responded to this challenge by providing EUR 600,000 equal to 8,6 billion rupiahs to fund UNESCO preservation/conservation projects in Borobudur ⁵named the “Preliminary Diagnostic Research for the Restoration of the Borobudur Temple Compounds and Intensive In-situ Restoration Training” (2011); the “First Stage Restoration/Conservation Work at the Borobudur Temple Compounds” (2012); the “2nd Stage Restoration/Conservation Work and Capacity-Building at the Borobudur Temple Compounds”

⁵ Pemerintah Jerman Bantu Lestarikan Candi Borobudur, http://krjogja.com/web/news/read/10834/Pemerintah_Jerman_Bantu_Lestarikan_Candi_Borobudur, accessed on 15 December 2016.

(2013); conservation project following the Mount Kelud eruption (2014); the “Capacity-Building for the Conservation of the Borobudur Temple Compounds” (2015) and the latest contribution was in 2016 for the “Capacity-Building for the Conservation of the Borobudur Temple Compounds within a Disaster Risk Reduction Framework” project towards the safeguarding and long-term preservation of the Borobudur Temple Compounds World Heritage Site, and to enhance the skills and knowledge of the Borobudur Conservation Office team through building efforts in conducting disaster mitigation measurements within their conservation activities.⁶

The 2010 eruption of Mount Merapi in Central Java, and the more recent eruption of Mount Kelud in East Java in February 2014, dramatically threatened the conservation of the Borobudur Temple Compounds World Heritage site – one of the world’s greatest Buddhist monument examples. Following the eruptions, which tragically affected over 200,000 people living in the vicinity, a thick layer of potentially corrosive volcanic ash threatened the temple with long-term damage by

⁶ UNESCO. (2016). Fourth Stage Restoration/Conservation Work and Capacity Building for the Conservation of the Borobudur Temple Compounds. Final Report for the Government Federal Republic of Germany.

blocking the drainage system and completely covering the temples stones (including its stone reliefs).

This threat was coupled with concerns from the World Heritage Centre regarding the state of the temple's conservation. At the 31st Session of the World Heritage Committee in Christchurch, New Zealand (23 June – 2 July 2007), the Committee requested that the Government of Indonesia “discontinue the practices that appear to have a negative impact on the stone of the Borobudur temple, notably the use of epoxy resin, steam cleaning and water repellents, and to continue the monitoring and research activities initiated in co-operation with the World Heritage Centre, with a view to incorporating a conservation/restoration strategy as part of the Management Plan.” Moreover, at the 33rd Session of the World Heritage Committee in Sevilla, Spain (22-30 June, 2009), the Committee further requested that the State Party “discontinue the practices that appear to have a negative impact on the stone of the Borobudur temple, and to continue monitoring research and testing activities, to find a substitute for the epoxy resin.”⁷

⁷ UNESCO. (2016). Fourth Stage Restoration/Conservation Work and Capacity Building for the Conservation of the Borobudur Temple Compounds. Final Report for the Government Federal Republic of Germany.

Some serious conservation issues still exist and pose a real threat to the temple, especially with regard to the state of stone conservation, practical conservation techniques being applied on site, and the structural stability, and drainage system conditions of the temple itself. This was coupled with ongoing conservation threats to the site, such as intensive rainfall during rainy seasons; extreme fluctuations of temperatures; biological colonisations on the reliefs and stone surfaces; as well as water movement in the internal structure of the temple and through the stone reliefs. In this regard, it is of utmost importance that conservation/preservation activities are continued around the site, taking previous results into consideration, to ensure the longevity of the Borobudur Temple Compounds. The “Fourth Stage of Restoration/Conservation Work and Capacity Building for the Conservation of the Borobudur Temple Compounds” project aimed to address these challenges through cooperation between UNESCO, the Ministry of Education and Culture, and several international experts. The specific objectives of this project were to support the development of a core team of BCO staff who are equipped with the knowledge and expertise to undertake best practice conservation efforts at Borobudur Temple, and to identify the causes of the most significant issues facing the conservation of the temple, such as the stone deterioration of the

reliefs, and work with BCO to find long-term solutions to these problems.

With a big support from the implementing partners such as the Ministry of Education and Culture of the Republic of Indonesia, Borobudur Conservation Office (BCO), the Indonesian National Commission for UNESCO, Local Government of Magelang Regency, Provincial Government of Central Java, PT. Taman Wisata Candi Borobudur, Prambanan & Ratu Boko, Cologne Institute of Conservation Sciences, German Apsara Conservation Project (GACP), the International/national institutions/consultants, and Forum Rembug Klaster Borobudur. UNESCSCO implemented their project through (1) a capacity training for the Borobudur Conservation Office (BCO) Conservation Team in the field of stone conservation, micro-biology, and civil engineering by facilitating a two-week training course for five BCO staff members at the German Apsara Conservation Project that was held at the Angkor Wat World Heritage site; (2) a joint-research, and hands-on work and analysis of the stone conservation and the Buddha heads matching activities; (3) the training seminar for the temple conservation; (4) and the Public Conservation Awareness Campaign.

1. The Capacity Training for the BCO Conservation Team in the Field of Stone Conservation, Micro-biology, and Civil Engineering

UNESCO Jakarta facilitated a two-week training course for five BCO staff members at the German Apsara Conservation Project that was held at the Angkor Wat World Heritage site from 16 - 30 November 2015. The training course aimed to strengthen the capacity of BCO staff in conservation approaches and methodologies by means of sharing their knowledge of conservation best practices and activities currently being implemented at Angkor Wat for the German Government funded conservation project that can later be adapted and applied within their work at Borobudur.

The training at German Apsara Conservation Project (GACP) was designed to combine several activities, namely theoretical lectures, hands-on training, and site excursions to other GACP worksites currently implementing stone, stucco, and brick conservation, as well as to important temple sites in the Angkor Park and beyond. Three experts facilitated the training sessions: Professor Dr. Hans Leisen (GACP Project Director); Ms. Emmeline Decker, Dipl. Rest. (Assistant to the Project Director); and Dr. Esther von Plehwe-Leisen (Conservation Scientist).

2. The Joint-Research, and Hands-On Work and Analysis of the Stone Conservation and the Buddha Heads Matching Activities

Research experts Hans Leisen and Esther von Plehwe-Leisen, in close consultation with the Ministry of Education and Culture of the Republic of Indonesia, as well as the Borobudur Conservation Office, executed a mission to the Borobudur World Heritage Site to conduct in-depth technical diagnostic research and scientific studies on conservation issues at Borobudur. Their research was supported by a multi-disciplinary group of experts such as water specialists and stone conservators. The following sections provide details of activities that was conducted such as research and field work of identifying damaging factors to stone conservation and development of stone conservation; field work and investigation on the Borobudur's water drainage system; practical stone workshop in BCO; and training session and workshop to enhance documentation systems at the Borobudur Temple Compounds.

The actions and research activities undertaken by expert teams during the 2011-2016 period produced a number of significant results, including increased capacity-building for BCO staff through new analysis techniques, and new equipment in the laboratory and on-site; the training of heritage professionals and community members through

stone conservation workshops; photographic documentation and hands-on training in documentation systems using metigoMAP Data Digitalization; the identification of stone varieties and mapping of deterioration patterns at the temple; the identification of weathering and crust impacts on the temple; the development of new non-destructive techniques for assessing stone varieties; the development of a mortar that can be used for conservation; the identification, matching, and replacement of missing Buddha statue heads at Borobudur Temple; and the analysis of drainage issues.

3. The Training Seminar for the Temple Conservation

During the expert mission in Borobudur, UNESCO Jakarta, in cooperation with the Borobudur Conservation Office, hosted two training seminars on temple conservation that was held at the Borobudur Temple Compounds.

First, the Conservation Exchange Workshop that was conducted on 28 September 2015, in Manohara Centre of Borobudur Studies, Borobudur, Magelang, Central Java. The workshop was conducted to strengthen the collaborative partnerships between temple conservators in Indonesia and to demonstrate the benefit of German-Indonesian

cooperation in safeguarding World Heritage, as well as to showcase various conservation techniques in a series of learning and exchange activities conducted throughout the Exchange Workshop. During the workshop, six German experts and other experts from the Borobudur Conservation Office jointly presented sessions on various conservation techniques.

Fifty participants from various heritage preservation offices and local government offices across Indonesia attended the workshop, including Indonesian conservators from Yogyakarta, Central Java, East Java, Jambi, Batusangkar, Jakarta, and other regions. Many participants from outside Central Java heritage preservation offices expressed their appreciation for the workshop, as they were able to further develop their skills and learn various conservation techniques from key experts.

Second, the Disaster Risk Preparedness and Management at the Borobudur World Heritage Site. The workshop was conducted on 18 April 2016 and took place at the BCO, participated by representatives from UNESCO Jakarta, BNPB (National Disaster Management Agency), BCO, the Volcanology Center (BPPTKG), Regional Disaster Management Agency of Central Java, Regional Disaster Management Agency of Magelang Regency, PT. Taman Wisata, Borobudur Trader

Association, Gadjah Mada University, Borobudur Trader Association, and the Yogyakarta and Central Java Heritage Preservation Offices.

1. The Public Conservation Awareness Campaign

As a part of the public awareness campaign, UNESCO actively participated in a series of activities to raise awareness about the importance of conducting conservation efforts at the Borobudur Temple Compounds. UNESCO Office Jakarta in collaboration with Borobudur Conservation Office presented a few panels that demonstrate the collaborative efforts towards the conservation and safeguarding of Borobudur Temple during the Federal Republic of Germany exhibition “Cultural Worlds” that was conducted in Borobudur on 9 – 27 November 2015. The panel shows various capacity building activities and knowledge exchange activities have been conducted as part of the four conservation projects funded by the Federal Republic of Germany during the 2011-2015 periods.

As a part of the Cultural Preservation Program of the Federal Foreign Office, presented impressive examples from 13 different projects, such as the restoration of Borobudur Temple, and the preservation of manuscripts featuring ancient handwriting in Timbuktu

Mali, among others. These projects gave an idea of the immense cultural heritage worldwide that we all share and should strive to protect and preserve. The exhibition mainly displays projects that preserve historical cultural assets worldwide and also highlights the preservation of German cultural heritage abroad.

More than 70 different stakeholders attended the opening ceremony of the exhibition, held at the main entrance gate of the Borobudur Temple Compounds, including the representatives of the national and local governments; UNESCO; Board of Directors and Commissioners of PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko; representatives from the German Embassy; representatives from GOETHE Institute; NGOs; as well as the media. During the opening, Mr. Jörg Kinnen, Cultural Counsellor, Head of Cultural and Press Section from the German Embassy, emphasized that the objectives of the exhibition were to show an overview of cultural heritage that had spread all over the world in order to encourage the public to protect and preserve them. The German Government also exhibited some projects regarding perseverance of historical cultural assets around the world while highlighting the preservation of German heritage abroad.

From those data, the researcher would like to analyses the number of in-direct beneficiaries from each project implementation. The

beneficiaries from the capacity training for the BCO Conservation Team in the field of stone conservation, micro-biology, and civil engineering by facilitating a two-week training course for five BCO staff members at the German Apsara Conservation Project that was held at the Angkor Wat World Heritage site and the joint-research, and hands-on work and analysis of the stone conservation and the Buddha heads matching activities will be the International Expert and BCO staff who participated in those project, the beneficiaries for the training seminar for the temple conservation will be the seminar's participant, and the beneficiaries for the Public Conservation Awareness Campaign will be based on the total number of visitor during the opening ceremony plus the average number of visitor in 18 days, during the exhibition, which based on the total number of visitor in 2015 recorded by PT. Taman Wisata Candi Borobudur, Prambanan and Ratu Boko. The total number beneficiaries are 286.596, the detail can be seen from the chart below.

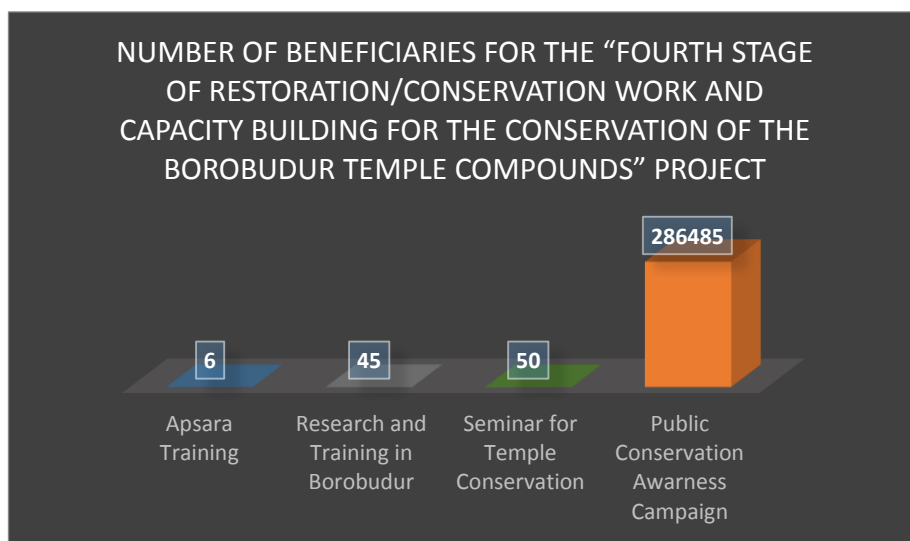


Table 1. Number of Beneficiaries for The “Fourth Stage of Restoration/Conservation Work and Capacity Building for the Conservation of the Borobudur Temple Compounds” Project.

B. Supporting Sustainable Development at the Borobudur World Heritage Site through Youth Livelihood Development and Green Technologies Project

There was a clear need to promote sustainable development in and around Borobudur World Heritage Site through encourage youth to play a key role in the development of new and support the creative industries that would bring sustainable benefits to themselves and their communities. However, there was a lack of awareness and educational youth programmes that outline such creative and cultural industry development opportunities. Then, UNESCO call for private sector

donor, Panasonic in this case, to support a livelihood project namely “Supporting Sustainable Development at the Borobudur and Prambanan World Heritage Sites Through Youth Livelihood Development and Green Technologies.” They believe that this project was able to realise the greater potential of the Borobudur World Heritage Site and Prambanan World Heritage Site through applying local, natural, and cultural resources towards new sustainable businesses and livelihood development. Even the project was conducted in two areas, Borobudur and Prambanan, but the researcher will have highlighted the project implementation that was conducted in Borobudur area only since these research is a case study in Borobudur.

The overall objective of the project was to improve the livelihoods of communities at Borobudur and Prambanan, especially concerning youth, by supporting the development of creative economies and raising awareness around the safeguarding of World Heritage in the context of sustainable development and green technologies. The specific objectives of this project were to raise awareness around the need for sustainable development, especially through green technologies and cultural industries using local sustainable resources/knowledge, to youth through the medium of World Heritage; and to support the creation of innovative and unique products using local natural and cultural resources

based on Borobudur's rich history and character and to build on local knowledge and skill, to empower and provide opportunities for women and youth, and enhance capacity for innovative product creation. This will lead to the creation of new creative industries using locally made products. Several actions conducted by UNESCO in 2015 as follows:

1. Borobudur Youth Forum 2015

The four-day forum was aimed at increasing public awareness on the importance of safeguarding World Heritage sites, and supporting sustainable tourism and creative industries for youth and local communities. It was also designed as a medium through which youth groups in the surrounding area of World Heritage sites could inspire and be inspired by way of creative youth projects and actions in heritage conservation and sustainable tourism across Indonesia. The sessions were facilitated by IWC in collaboration with practitioners in cultural preservation and creative industry development in Yogyakarta and Central Java. The event was participated by 50 youth from different parts of Indonesia and different background such as young journalists, heritage conservators, youth camp leaders, crafters, guides, traditional performers.⁸

⁸ UNESCO, Borobudur Conservation Office, Indonesia International Work Camp, and UNESCO Jointly Hosted Borobudur Youth Forum 2015,

Throughout the forum there were a number of field activities and tours, which included a temple cleaning activity at Borobudur and the UNESCO Village and Heritage Tour. In the Village and Heritage Tour, participants visited ceramic and batik workshops, went to see the new sunrise view point (developed by youth from Kembanglimus Village), and watched a traditional puppet performance. Participants were also given a session to showcase their experiences and hopes through differently themed performances, such as culinary, handicraft, heritage, culture, and media.

2. The Capacity Building Training for Youth and Local Communities for the Development of Creative Industries and Sustainable Tourism

Prior to the project's implementation, UNESCO conducted a rapid assessment of the villages surrounding Borobudur. The villages in Borobudur were surveyed and selected based on the Cultural Mapping and Artisan Baseline Survey at Borobudur Sub-district that had been conducted in 2013.⁹ After the completion of the assessment, a total of six

http://www.unesco.org/new/en/jakarta/about-this-office/single-view/news/borobudur_conservation_office_indonesia_international_work/, accessed on 15 December 2016.

⁹ The cultural mapping and baseline survey can be seen in Annex 2.

villages were selected. The following table provides a list of the selected villages and its creative industry:

Name of the Village	Communities & Youth Sectors in Creative Industries Development	
	Youth Category	Adult Category
Borobudur		Handmade batik.
Karanganyar	Jam and ceramic producers, and also Borobudur communities who work in Galeri Komunitas.	
Candirejo	The local communities who work for the Tourism Village (Desa Wisata).	
Kembanglimus	The youth communities who work for the village tour program by promoting the new sunrise viewpoint in Kembanglimus Village.	Brown sugar home industry.
Wanurejo		Handmade batik.

Giritengah		The newly established Saking Ndene Art Centre, which promotes local performances like karawitan and wayang (puppet theatre).
Total number of group beneficiaries	3 communities.	4 communities.

Table 2. List of the selected villages and its creative industry in Borobudur under UNESCO project.

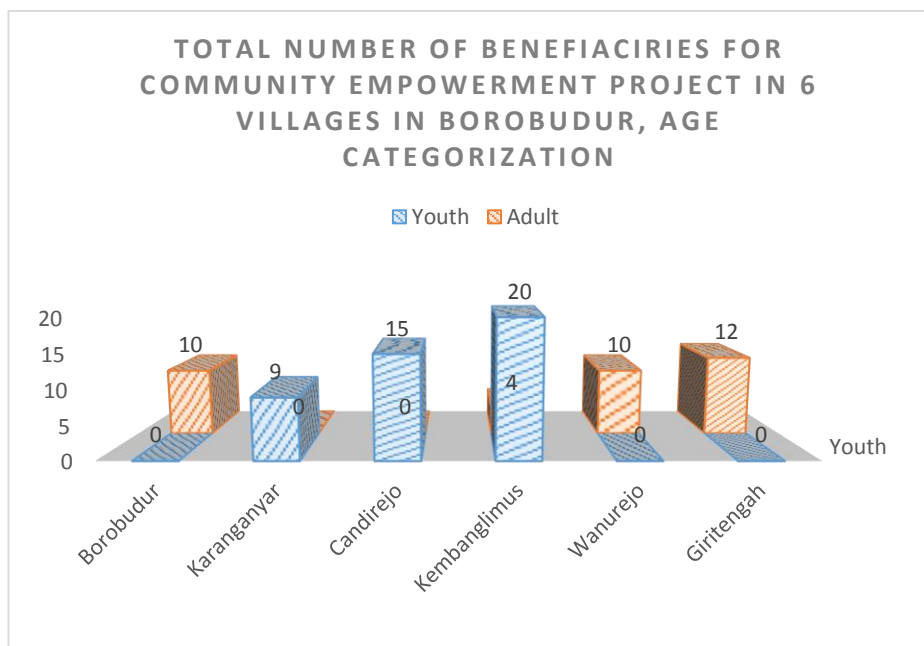


Table 3. Number of Beneficiaries for Community Empowerment Project in 6 Villages in Borobudur, Age Categorization

Under the assistance of UNESCO, these local communities receive livelihood assistance such as technical skill training, business development training, marketing and promotion training. UNESCO also support the showroom setup for batik communities.

2.a Batik Borobudur and Batik Wanurejo

The Batik Borobudur and Batik Wanurejo consist of 22 women with the majority are housewife. They have no skill in batik, until UNESCO facilitated the technical training for batik making and continue with the business development training in 2015.

UNESCO facilitated three business development trainings in Borobudur. The local experts in business development training, Mr. Awan Kostrad and Mr. Budi Utomo of Yogyakarta, facilitated the event over a five-day period. During the training, participants learned about basic entrepreneurship skills, including human resources, production, simple bookkeeping, and business plan development. The event was delivered using hands-on methods, combining classical instruction techniques with interesting games and exercises to keep the participants interested.

They also conducted technical assistance for batik producers in Borobudur. During the assessment, batik was identified as a high-potential traditional hand-made craft that could be developed in Borobudur. UNESCO recognized great potential in batik product development and, as such, engaged the local communities to promote the development of a new batik style in the two regions. UNESCO and the local communities conducted their initial discussions and agreed to develop batik that showcased the motif of temple relief. UNESCO then worked closely with a batik motif designer from Yogyakarta and created new motifs that were adopted from the relief of the Pawon and Mendut Temples, which are still part of the Borobudur Temple World Heritage Site. The batik training in Borobudur was held on 21 – 29 April 2015 with trainers from Balai Batik Yogyakarta and Batik Kebon Indah Klaten. During the training, participants learned the basic process of making handmade batik, techniques on how to provide synthetic coloring, and how to adopt the new design from UNESCO (Pawon Temple and Mendut Temple reliefs). The participants also received batik making equipment and plain fabric as their initial group capital. Twenty-two women from across the Borobudur villages attended this training.

As a part of the capacity building activity, UNESCO hosted a cross visit to the Kebon Village, Bayat sub-district, Klaten District,

Central Java on 17 June 2015. The cross visit aimed to enhance the business development knowledge of the UNESCO-assisted communities who were working as batik producers in Borobudur through experience and knowledge exchange, from which they can use and adapt to their own batik development. Batik Kebon Indah was selected as the cross visit destination based on the success of the community-based batik group in developing natural-dye batik. This community-based batik group has successfully assisted 169 members, all of whom were women, to generate good income through business development, business resilience, capacity building in production, direct market access, and networking support since 2010. More than 17 batik producers from Borobudur joined and actively participated in the batik workshop and discussion session with Batik Kebon Indah during the cross visit. They were so happy to participate in the cross visit, so that they can learn more on how to work collectively with the communities to develop batik, batik production and marketing.

The facilitation were continue in 2016, UNESCO Jakarta worked together with Forum Rembug Klaster Borobudur facilitated: (1) the provision of field facilitators for the business development and organizational development; (2) conduct business networking visit and stakeholder meeting with relevant government counterparts and/or

potential private partners to promote the project and ensure sustainability such as BCO, PT. Taman Wisata Candi Borobudur, Prambanan and Ratu Boko, the Department of Industry, Trade and Cooperatives Magelang regency (Disperindagkop), the Tourism Office of Magelang Regency, the Development Planning Agency at Sub-National Level of Magelang Regency, and local designer from Yogyakarta.

They also facilitated the batik communities to exhibit their product at the Jakarta International Handicraft Trade Fair (INACRAFT) 2016, Pondok Tinggal Exhibition on May 2016, Alana Hotel Exhibition on June 2016, and Tirana House Exhibition on June to July 2016. Today, together with their new partner Tirana Art Management, UNESCO continue to organize the livelihood activities in order to ensure the sustainability of the two batik groups through facilitated the establishment of batik showroom in their villages.

During the interview with the Batik Borobudur representative, Sisca Wahjanti, she stated that in 2016 the average income from the batik selling are 2 million per months. While Anti Intan from Batik Wanurejo said they received around 2.5 million rupiahs per month from the batik selling and workshop. The income of both communities are increase compare to 2015 data, Batik Borobudur with 5.839.000 rupiahs per year and Batik Wanurejo with 8.897.500 per year.

2.b Technical Assistance for Youth in Borobudur through English Language Training

In order to properly equip the youth communities in Borobudur who are working as ceramic producers, jam makers, and local guides, UNESCO facilitated several training sessions for developing English language skills from March – May 2015. The trainings focused on three different areas and were designed for the needs required. Prior to the training, UNESCO and its field facilitators conducted quick assessments on English proficiency levels for members of the targeted youth communities. Then the curriculum for each class was designed and catered towards the participants based on the assessment findings. There were two classes conducted in Borobudur, first for youth from Karanganyar Village, and the second for youth from Candirejo Village.

The class for youth communities in Karanganyar Village was designed for a very basic level of English. Thus, the sessions conducted mainly provided an introduction to the simple greetings and words related to the work of ceramic/jam processing and hospitality services in Galeri Komunitas. The participants were invited to learn about how to conduct simple conversations with the tourists and foreign visitors of Galeri Komunitas, and how to clearly explain the work they are doing there. The classes were conducted over 13 separate sessions from April

to May 2015 in Galeri Komunitas, Karanganyar Village, which were attended by eight to ten youths. However, the number of training participants reduced to only six participants in the middle of the training implementation. Four participants decided to discontinue their involvement as they experienced difficulties in learning during the classes. These particular participants were from a very low educational background (some of those youth did not finish elementary school).

The training for Candirejo Village was designed for a more advance level because most of the Candirejo youth already spoke English and worked as tour guides on a daily basis. Candirejo is a village in Borobudur that utilizes a very popular tourism concept through which a tourism package has been developed to bring visitors to their village, allowing them to tour and experience various village attractions. In these classes, the English lessons were mainly conducted by means of reviewing a guidebook that is being developed by the youth guides, as well as learning the ways phrases are constructed and structured in English. The classes were conducted over six separate sessions from March to April 2015 in Candirejo Village Hall, which were attended by 15 youths.

2c. Technical Assistance for Galeri Komunitas

Launched in May 2014 by UNESCO, Galeri Komunitas is a community-run gallery that was built in coordination between UNESCO and the local government of Magelang under the funding of the Australian Government. The venue consists of three building: 1. the main building used as restaurant or venue meeting, 2. kitchen, and 3 ceramics workshop. The premises were built in Karanganyar Village and UNESCO assisted communities in Borobudur to showcase potential local products in Borobudur. Galeri Komunitas is managed by the local communities of Karanganyar Village, and is comprised of community members who are working as jam makers, ceramic producers, and crew for serving traditional foods on the premises/restaurant.

UNESCO worked together with the ceramic producers of Galeri Komunitas to create a capacity-building activity for the existing ceramic producers. Under the previous UNESCO assistance project, the ceramic producers were equipped with the ability to produce ceramics with glazing techniques and to apply innovative designs. Under this project, UNESCO and the ceramic trainers from P4TK Yogyakarta (Pusat Pengembangan dan Pemberdayaan Pendidik dan Tenaga Kependidikan) designed a five-day training course for the local ceramic producers. The training session was conducted in the ceramic workshop of Galeri

Komunitas in Borobudur from 9 – 20 March 2015. During the training, the ceramic producers learned how to produce ceramics while using local clay and slip techniques. Six ceramic producers joined the training.

Today the number of ceramic makers in Galeri Komunitas are decreased from five to two person, caused by lack of organization management skill affected the ceramic community fall apart and also the income has not been able to cover the daily needs of the craftsman. The fruit jam also no longer exist, due to lack of market demand and lack of fruit, the jam material, in Karanganyar Village. The restaurant and their Village and Heritage Tour package run sustainably. The total income of Galeri Komunitas are 38.250.000 rupiahs in 2015 and 32.605.214 rupiahs in 2016.

2d. Kembanglimus Sunrise View Point and Brown Sugar Home Industry

For the youth of Kembanglimus, UNESCO facilitated a hospitality services for the visiting tourists training and also develop a new sunrise view point that will be manage by Kembanglimus youth. UNESCO also support the promotion and packaging for the brown sugar home industry in that village. From the Village and Heritage Tour that

was conducted in 2015, the income for sunrise view point is 5 million per year. The brown sugar home industry gets the same benefit plus around 12 million generate income from their own marketing. Unfortunately, the sunrise view point was closed in the early 2016 while the brown sugar home industry still run and produce the generate income around 12 million per year.

2.e Sanggar Saking Ndene

Sanggar Saking Ndene is a new established group performance in Giritengah Village. They provide leather puppet performance as well as gamelan training. This community located in a village that rarely visited by tourists, because it is situated in the hills with a winding road and far away from Borobudur Temple. For this community, UNESCO support with the art-studio interior and promotion. After being introduced by UNESCO, the community began to be known, even into several star hotels in Borobudur and travel agents, they become one of the tourist destinations for the hotel and travel agent customers. Now, they already sustain in monthly income, with an average income around 3 million per month.

2.f Village and Heritage Tour

To promote and market the local products supported by the project, UNESCO is conducting a series of market access initiatives in order to help the assisted communities expand their market access and link their efforts with possible new opportunities to improve their livelihoods. One of the activities conducted by UNESCO was to cooperatively link the Village and Heritage Tour (VHT) with Via-Via Café in Yogyakarta. The VHT is designed to support sustainable tourism where tourism activities are based on ecological principles as well as balancing social, cultural, and economic elements. This tour is conducted by involving the targeted communities in the entire process. As a result, the community members are benefited by the tourist visits while enjoying the educational value of the tour, as well. This tour is an educational activity that combines a visit to the temples of Borobudur with tours of the programme's creative industry villages that boast batik producers, brown sugar home industry, guided tours, the sunrise viewpoint, Galeri Komunitas with their ceramics and restaurant, traditional performers. Since 2015, VHT was managed by Galeri Komunitas.

From all of the business group in Borobudur under UNESCO assistant, the income data can be seen as follows:

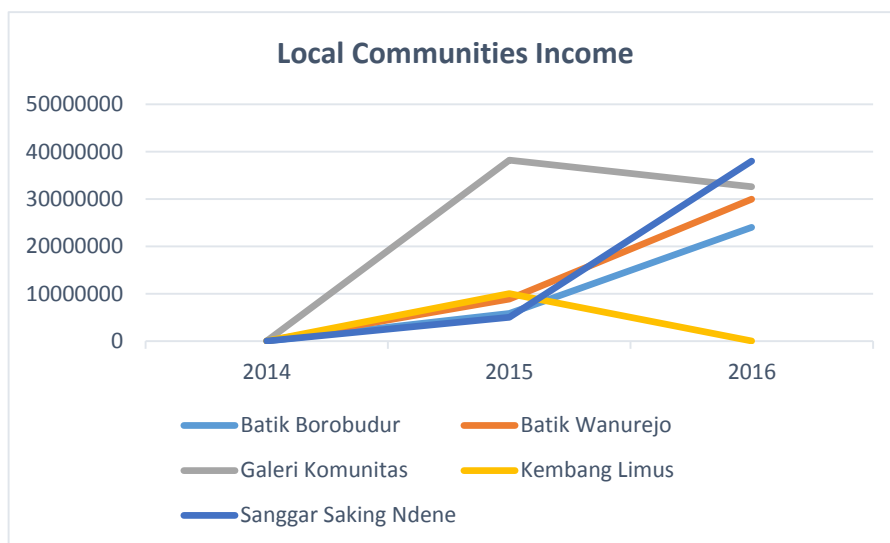


Table 4. Local Communities Income Data from 2014 to 2016.

C. Sustainable Development Mainstreamed and Implemented by UNESCO through their Project in Borobudur

It is mention before in the previous chapter that to ensure that culture takes it rightful place in development strategies and processes, UNESCO mainstreaming sustainable development through a three-pronged approach: (1) Spearheads worldwide advocacy for culture and development; (2) Engaging with the international community to set clear policies and legal frameworks; and (3) Working on the ground to support

governments and local stakeholders to safeguard heritage, strengthen creative industries and encourage cultural pluralism.

UNESCO spearheads worldwide advocacy for culture and development through: (a) promote dialogue amongst the Member States and relevant stakeholders in developing cultural policies and action formula that contributes to the global sustainable development; (b) spearheads worldwide advocacy in UNESCO's Culture Conventions on the safeguarding and promotion of cultural and natural heritage, and the cultural and creative industries such as (1) The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005); (2) The Convention for the Safeguarding of the Intangible Cultural Heritage (2003); (3) The Universal Declaration on Cultural Diversity (2001); (4) The Convention on the Protection of the Underwater Cultural Heritage (2001); (5) The Convention for the Protection of the World Cultural and Natural Heritage (1972); (6) The Convention on the Protection of Copyright and Neighbouring Rights (1952, 1971); (7) The Convention on the Means of Prohibiting and Preventing the Illicit Traffic of Cultural Property (1970); and (8) The Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict (1954); and (c) promote capacity building programmes and other initiatives for the safeguard of culture (including

natural heritage) and its integration in national and local development strategies.

For mainstreaming sustainable development and its implementation to projects, UNESCO also engaging with the international community to set clear policies and legal frameworks such a joint programme with other UN Agencies and strong cooperation with the national for the sustainable development. UNESCO project based in Borobudur is the implementation on the third pronged approach which is working on the ground, in this case, the heritage site and the community surround the heritage site while also support and encourage the governments and local stakeholders to safeguard the heritage site (Borobudur Temple Compounds) and strengthen the creative industries.

SUSTAINABLE DEVELOPMENT

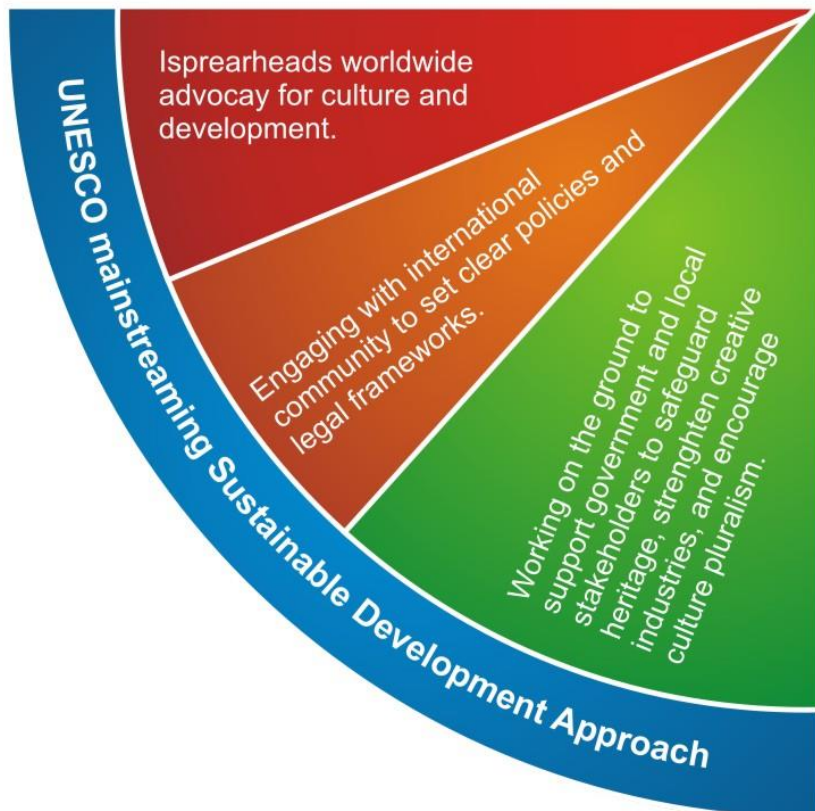


Table 5. UNESCO Mainstreaming Sustainable Development Approach

In order to understand UNESCO mainstreaming the sustainable development pattern, the researcher classified the project implementation based on their activities/target/result. The project classification can be seen in the table below:

<p>Preservation/Conservation of Borobudur World Heritage Site</p>	<p>Social Awareness towards the Important of Preserving Borobudur World Heritage Site</p>	<p>Improve the Local Community's Livelihood</p>
<p>A capacity training for the Borobudur Conservation Office (BCO) Conservation Team in the field of stone conservation, micro-biology, and civil engineering by facilitating a two-week training course for five BCO staff members at the German Apsara Conservation Project that was held at the Angkor Wat World Heritage site.</p>	<p>Stakeholder meeting for preservation and conservation project in Borobudur World Heritage Site.</p>	<p>The capacity building training for youth and local communities for the development of creative industries and sustainable tourism. The local communities under UNESCO assistance are Batik Borobudur, Batik Wanurejo, Galeri Komunitas, Youth and brown sugar home industry in Kembanglimus, and art community Saking Ndene.</p>

A joint-research, and hands-on work and analysis of the stone conservation and the Buddha heads matching activities	The public conservation awareness campaign through Cultural Worlds Exhibition.	
The training seminar for the temple conservation	Borobudur Youth Forum	
	The training seminar for the temple conservation	

Table 6. UNESCO Project Implementation Classification.

Referring from those table, it can be seen that UNESCO formulated three pillar in mainstreaming sustainable development through their project in Borobudur: (1) the preservation/conservation of Borobudur World Heritage Site; (2) social awareness towards the important of preserving Borobudur World Heritage Site; and (3) improve the local community's livelihood. The project is meet with the sustainable development requirement, where sustainable development should convey three pillars: environment, society, and economy. The theory and its derivatives can be seen as follow:

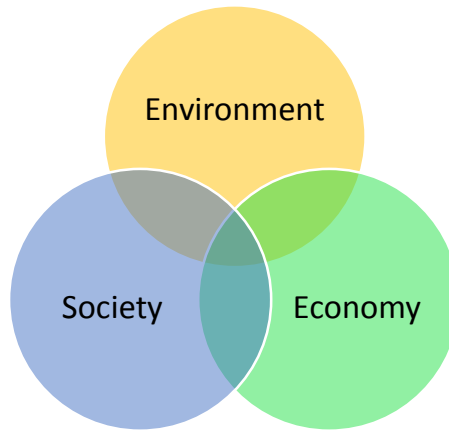


Figure 2. The Three Pillars Model of Sustainable Development

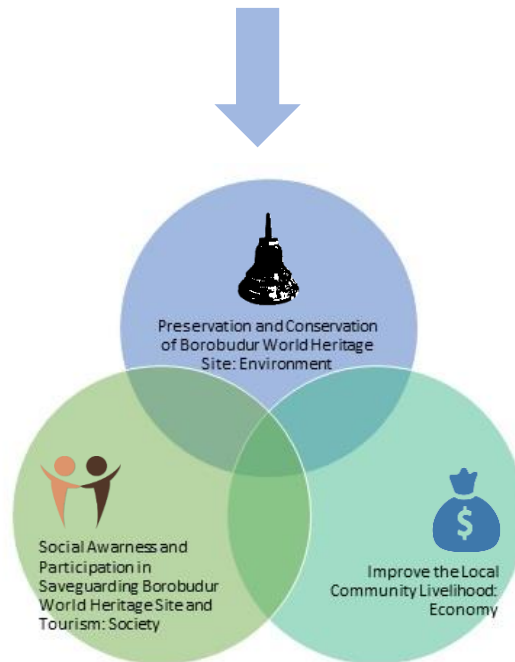


Figure 3. Three Pillars Model of UNESCO Sustainable Development Mainstreamed and Implemented in Borobudur.

As the concept of sustainable development, UNESCO project implementation meet the shifted focus on the three pillar of sustainable development: focus on the economic development, social development and environmental (heritage site) protection for future generations.

Based on the exposition that the researcher mentioned in the previous sub chapter, it can be seen that the preservation/conservation project of Borobudur World Heritage Site are very sustained and the actions research activities undertaken by expert and Borobudur Conservation Office teams during the 2011-2016 period produced a number of significant results. The awareness campaign also brings significant number of target beneficiaries. The indicator of project success can be concluded as follows:



Figure 4. UNESCO Project Implementation Success Indicator

As a result, in 2015, UNESCO beneficiaries from the preservation/conservation of Borobudur World Heritage Site, social awareness towards the important of preserving Borobudur World Heritage Site, and improve the local community's livelihood projects are 286.662 peoples. Six local creative industries in Borobudur are assisted, create a new job for 76 peoples with the generate income 192.591.764 rupiahs in 2015 to 2016. In order to understand the main pillars of

UNESCO project implementation, the researcher classified the project implementation based on the function.

From the local communities under the capacity building training for youth and local communities for the development of creative industries and sustainable tourism bring out two different patterns. Table 4. Local Communities Income Data from 2014 to 2016 shows that the local communities under adult category remain sustain and shows their improvement in their income. While the youth community showed a decline in their income and the resilience of the group.

Mr. Yunus Arbi, the Head of the Sub-Directorate of World Tangible Heritage Affairs, Directorate of Heritage and Cultural Diplomacy (Ministry of Education and Culture, Directorate General of Culture) during the interview stated that the Presidential Regulation No. 58 Year 2014 pronounce the National Strategic Areas (KSN) Borobudur, Borobudur Temple, Mendut Temple and Pawon temple with an area of approximately 1,117 hectares covering three villages, namely the Borobudur Village (Borobudur Temple area), Village Wanurejo (Pawon Temple area), and Village Mendut (Mendut Temple area). A study on the environmental stewardship especially rural landscape shows that the villages surround Borobudur World Heritage Site will support the

sustainability of the temple. Naturally, sustainable development must be coupled with community-based village development priorities.

In the Indonesia Cultural Heritage Act No.11 of 2010, third part, paragraph 1, general, article 78, line 3 about the development, stated the development of cultural heritage can be directed to spur economic development that results are used for the maintenance of cultural heritage and improvement of public welfare. Again, in the article 85 about the utilization, the government re-emphasized the promotion of cultural heritage sites are made to strengthen the cultural identity and to improve the quality of life and incomes. The Indonesian government firmly stated that community involvement in the management of Heritage should be further improved. Heritage management paradigm is no longer only for academic interest only, but should include ideology and also economic interests. Therefore, to achieve three purposes, the required synergy between government, academia, the public and private sectors. And the development process pointed out the three important pillars, the heritage site itself, society, and economy benefit for the community.