

initiative 2020- 2023

1. Background

The [redacted] is an ambitious, new heritage initiative in rural Tayside. A museum without walls set in 1,000km's of the beautiful and dramatic landscapes of eastern Perthshire and western Angus, it is Scotland's second Ecomuseum and the only one on the mainland.¹



Designed to reveal the hidden heritage of the area by the community who live there, a range of itineraries, events and activities are being developed, which aim to tell the story of its people, places and landscapes across 6,000 years of human history and 400 million years of geological history.

Constituted in March 2018 as a social enterprise, £174,000 has been raised and invested thus far for a first phase of development, which completed in April 2019 with a formal launch in November 2019.

¹ Druim nan Linn-tean on Skye is the first.



There are two 'audiences' for the [REDACTED] with distinctive but overlapping interests and expectations:

- **For the people who live and work in the area**, the [REDACTED] provides a unique mechanism for engaging them in learning from and preserving their tangible and intangible natural and cultural heritage and strengthening their identity and sense of place.
- **For visitors travelling to the area**, the [REDACTED] provides an unusual cultural destination for them to experience the places, artefacts and activities that authentically represent the stories and people of the past through the area's cultural, historic and natural resources.

2. Proposal

In the short period of time between the inception of the [REDACTED] and the launch of its first phase of development, our planet's climate crisis has escalated. Global heating is accelerating faster than most scientists expected and is more severe than anticipated, threatening natural ecosystems and the fate of humanity.

Scotland was the first country to declare a climate emergency in April 2019, and there is now worldwide recognition that widespread behaviour change to sustainable lifestyles, is necessary to live within planetary ecological boundaries and limit heating to below 1.5 degrees. In response to the first Minister's Statement that Scotland will live up to our responsibility to tackle the climate emergency, the [REDACTED] Directors have agreed that their priority is to focus Phase 2 plans on helping local communities and visitors find ways to speed up their climate action and find new ways of mitigating and adapting to the changing climate.

They propose to do this by establishing the [REDACTED] as Scotland's first **Museum of Rapid Transition**.

3. What is a 'Museum of Rapid Transition'?

In a nutshell, the intention behind the concept is to show how the story of our past can help guide the story of our future.

Engaging people with their heritage and repositories that promote that heritage, such as museums, has huge, currently underutilised potential to mobilise climate action in two primary ways:

They are a knowledge & learning resource which can help:

- contextualise what is happening
- develop mitigation strategies & build adaptive capacity, strengthening community resilience



- offer pathways to livelihoods and enterprises that are motivated by much more than profit

They are a participative force which can:

- bring people together
- challenge the status quo and
- create spaces both physically and in our minds to imagine that anything is possible

More and more people are beginning to understand that as we wrestle our way through these challenging times, museums and the heritage they steward matter². Vitrally, they are physical manifestations of civilisations' collective memories, inventories of the traces left in us by the past and importantly, they challenge our lack of belief in the possibility of change. They are filled with objects and documents (in the case of the [REDACTED], traces of people, places and landscapes) that show how change happens, including the possibility of rapid transitions, whether in response to cultural, political or environmental factors, or war, technology or demography. By understanding that their 'collections' hold inventories of how societies have achieved rapid transitions in the past, they may begin to codify for us the ingredients, or broad design criteria, for successful future rapid transitions in the direction of dramatically reducing our ecological footprints, in order to avoid triggering irreversible and worsening damage.

4. Programme Objectives, Outputs and Outcomes

4.1 Programme Objectives

Taking an integrated nature-culture approach³ and involving a broad mix of heritage typologies⁴ the [REDACTED] will design and deliver a three year programme of work with the following objectives:

- **For local people** the programme will create opportunities to engage with their cultural and natural heritage in ways that inspire and mobilise them to undertake the rapid transition to more regenerative ways of living that we need.
- **For visitors**, the programme will cultivate and grow a 'regenerative tourism'⁵ approach to visiting the [REDACTED], one which replenishes & restores both them, the host communities and the Ecomuseum geographies and helps create the conditions for local environmental, social and economic flourishing.

² See [REDACTED]' provocation here: [https://www.rapidtransition.org/search/?select-contributors\[\]=andrew-simms-2](https://www.rapidtransition.org/search/?select-contributors[]=andrew-simms-2)

³ As advised by <https://indd.adobe.com/view/a9a551e3-3b23-4127-99fd-a7a80d91a29e>

⁴ both tangible and intangible

⁵ See: [REDACTED] for more context this rapidly emerging concept