ABSTRACT - 4. CONTEMPORARY CHALLENGES IN HERITAGE DISCOURSE - A CRITICAL EXAMINATION OF THE STATE OF THE ART IN HERITAGE DISCUSSIONS, CONSIDERING THE EVOLVING PERSPECTIVES AND CHALLENGES THAT HAVE EMERGED SINCE THE INCEPTION OF THE VENICE CHARTER. EXAMINING THE RELEVANCE OF THE VENICE CHARTER IN THE CURRENT CONTEXT, WITH A FOCUS ON CHALLENGES POSED BY THE WESTERN DIVIDE BETWEEN NATURE AND CULTURE, THE GROWING IMPORTANCE OF METROPOLISES, SOCIAL INEQUITIES, THE ENVIRONMENTAL IMPACT OF HUMAN ACTIVITIES, DISASTERS AND CONFLICTS, AMONG OTHERS.

# PATRIMÔNIO CULTURAL SOBRE BEM-ESTAR EM ESTUDOS SUL-AMERICANOS E EUROPEUS

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The main question of this proposal is to think about how they connect to cultural heritage for the benefit of society. To do this, we aim to identify and map concepts related to cultural heritage and well-being. This means explaining and comparing 'well-being' vs 'well-living' approaches in order to connect cultural heritage with social benefit." We emphasise the importance of this objective in order to highlight the importance of using cultural heritage for the benefit of society. It is also justified by the importance of a comparative analysis between South America and Europe. Our methodology involves: gathering relevant theories and approaches in cultural heritage studies, memory studies and well-being studies that will inform our analysis. We start by collecting data distributed

geographically (South America and Europe) and typologically (peer-reviewed literature; official documents and heritage charters (Intangible Heritage Convention of 2003, the Faro Convention of 2005; Policy on the integration of a sustainable development perspective into the processes of the World Heritage Convention, 2015; The Operational Guidelines for the Implementation of the World Heritage Convention), as well as academic monographs). The expected results, which we will present, involve considerations that allow us to identify similarities and differences between South America and Europe from the point of view of the relationship between cultural heritage and well-being. At the same time, to understand how South American and European approaches differ in the connection between cultural heritage and well-being. We hope that the results will point to future directions for connections between cultural heritage and well-being in both regions.

Palavras-chave: well-being; cultural heritage; social benefits; community participation; public policies.