



**AKTOPRAKLIK MOUND ARCHAEO PARK
AND OPEN AIR MUSEUM**

Aktopraklik Archaeopark from Adoption to Implementation

Implementation reality, challenges and lessons learned

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Application baseline

Public museum attraction | 5 full-time staff |
43,000 annual visitors

Jan 2025 application

Good Work

Aug 25–March 26 actions

GSTC Standard Awareness

existing good practices in
heritage, biodiversity and
education

visible, measurable
implementation on site



Why we joined

To improve strong heritage practices with a more structured, monitored and cross-functional sustainability system.

A. IMPLEMENTATION REALITY

Where we started — and what had to change internally

Starting point

Aktopraklık already had a strong heritage narrative: reconstructed village houses, protection of traditional agricultural landscape, and an educational “archaeological school” model.

Harder than expected

Turning the criteria into concrete tasks, owners, timing and visible visitor-facing improvements.

Internal change required

A shift from vertical decision-making to a more horizontal, collaborative management model.



B. CHALLENGES

The real challenge was not a lack of action — but a lack of structure.

- Many initiatives existed, but they were **one-off actions**, not part of a system
- There was **strong goodwill**, but limited institutional alignment
- Stakeholder engagement was **present but not structured or continuous**
- There was no overarching **sustainability strategy to guide decisions**
- The key difficulty was turning intention into **consistent, visible and measurable practice**

LESSON TO TAKE

Good intentions don't produce lasting results.
Systems do.



B. SOLUTIONS

The attainable shift: Bottom-up stakeholder participation practices

What made the biggest difference was widening implementation beyond the museum team in small to moderate projects.

- Women's cooperatives were brought into planning before Archeofest.
- BUSMEK trainers were briefed on archaeological motifs, then women's groups received basketry training inspired by the site.
- Training led to market access: products were sold at the festival, creating an education–production–sales cycle.

LESSON TO TAKE

Rome wasn't built in a day.
Small projects and real, down-to-earth achievements encourage the stakeholders.



planning with women's groups



basketry training



Archeofest marketplace

B. SOLUTIONS

Visible and Realistic Improvement

- A web-based sustainability reporting system made **progress visible and transparent**
- Each action is directly linked to its impact on **overall sustainability performance**
- The system allows stakeholders to **track realistic improvements over time**
- Direct alignment with GSTC Attraction Criteria helped turn standards into **daily practice**
- Transparency enabled sustainability to be **understood, owned and internalized**

LESSON TO TAKE

**What gets measured, gets managed
— but what gets made visible, gets
owned.**



Digital Sustainability Report

C. LESSONS LEARNED

What we learned — and what we would recommend

- Aktopraklık did not start from zero- the real shift was **structuring what already existed**
- The main challenge was moving from **good intentions and isolated actions** to a coordinated system
- Small, visible improvements helped build **internal alignment and stakeholder trust**
- Sustainability became meaningful when it turned into **shared responsibility across teams and community**



AKTOPRAKLİK ARCHAEO PARK

Thanks for listening
and
hope to see you all in
Aktopraklık!



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