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UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL
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CONVENTION CONCERNING THE PROTECTION OF THE WORLD
CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Twenty-seventh session
Paris, UNESCO Headquarters, Room XII
30 June - 5 July 2003

**Item 9 of the Provisional Agenda: Implementation of the World Heritage Global
Training Strategy**

World Heritage Education Activities (July 2002 to June 2003)

SUMMARY

At its 25th session (Helsinki, December 2001), the World Heritage Committee approved the proposed Workplan for education activities. This Information Document provides the Committee with an overview of the implementation of the Workplan.

Please also see document WHC-03/27.COM/9, paragraphs 4 to 7, as well as the Draft Decision **27 COM 9**.

World Heritage Education activities undertaken from July 2002 to June 2003

1. The World Heritage in Young Hands Project (WHYH), launched in 1994 by the UNESCO World Heritage Centre and the UNESCO Associated Schools Project Network (ASPnet) is currently being used and adapted in over 170 countries with many educational and hands-on activities at regional and national levels.

Strategy

2. While the WHYH project expands, the World Heritage Centre and the Division for the Promotion of Quality Education at the Education Sector (ED/PEQ/ASP) proceeded with assessing the potential to develop other approaches and initiatives in order to further strengthen the promotion of World Heritage education and the involvement of young people in World Heritage conservation.

3. The World Heritage Centre therefore, organized a one-day ‘think-tank’ World Heritage Education Planning meeting on 7 March 2003 in Paris, France, in order to take stock of current approaches to World Heritage education. The meeting was attended by 40 professionals concerned with World Heritage Education, including experts, representatives of National Commissions for UNESCO and Permanent Delegations as well as staff from Regional Offices and different UNESCO Sectors and WHC. The main objective was to draw up a “road map” for the future of the project and to propose a mid- to long-term project strategy. The meeting resulted in a set of recommendations that will become an integral part of the work done in the framework of the World Heritage Education Project in the years to come.

Recommendations of the World Heritage Education Planning meeting

4. In order to give a strategic orientation to the UNESCO Special Project ‘Young People’s Participation in the Preservation and Promotion of World Heritage’ for the next two to five years, aiming to improve World Heritage Education worldwide and continue its promotion, the following elements and their associated recommendations were identified:

Participants/ Partners

1. At the States Parties level: Culture and Education ministers, National Commissions for UNESCO, NGOs and educational institutions;
2. At the international level: IGOs, Advisory Bodies, Scouts’ organizations and similar networks;
3. UNESCO Headquarters and Field Offices;
4. International patrons or spokesmen/women, such as goodwill Ambassadors.

Practices/ Projects

1. Ensure legal protection of Património as a mascot in order to enable commercialization;
2. Connect with existing networks among world federations, NGOs, museums;
3. Twin with ongoing projects within UNESCO’s sectoral programmes and Field Offices and with outside voluntary programmes;

4. Integrate the project at two levels:
 - through the UNESCO General Conference
 - through the World Heritage decision-making system by creating a more systematic approach for presenting World Heritage Education to the Committee by bringing the implementation of Article 27 in the forefront within the periodic reporting exercise;
5. Institutionalize teacher-training;
6. Involve more local university students (architecture, history, archaeology, geography, etc.) as trainers for the young during skills-development courses;
7. UN Year for Heritage Education (under the decade for Dialogue 2003-2010).

Products

5. Develop more user-friendly material which can complement the World Heritage in Young Hands Educational Kit, or which can be used on its own:

1. Database and Directory on World Heritage Education activities in order to diffuse best practices;
2. Database and Directory of existing and potential partners;
3. CD-ROMs;
4. Interactive games;
5. Simplified version of the Convention;
6. Educational websites;
7. Newsletter, etc.;
8. Videos, cartoons;
9. Local additions to the Kit (thematic sheets);
10. Activity sheets for specific subjects (maths, geo., etc.);
11. Project Directory of Donor Opportunities for fund-raising.

World Heritage Youth Forums

6. World Heritage Youth Forums enable and empower young people to voice their concerns and raise further their awareness of World Heritage. They are also the ground for establishing strong networks for further co-operation towards the promotion of World Heritage Education regionally and internationally. In the past year, three Youth Forums have taken place:

The Sub-regional Youth Forum on World Heritage, First Central European Meeting, Bratislava, Slovakia, 24-29 June 2002

7. This exchange gave teachers additional tools to raise young people's awareness of their own heritage and that of other cultures and offered new ideas on how to integrate World Heritage Education into the school curriculum as well as share knowledge with local communities. An important outcome of this meeting was the Bratislava Declaration which was presented to the UNESCO Director General, Mr Koïchiro Matsuura.

The World Heritage Youth Forum, Veliky Novgorod, Russian Federation, 24-29 August 2002

8. Working groups discussed the implementation of the Youth and the Great Volga Waterway Heritage Project; the integration of World Heritage education in the schools' curricular and extra-curricular activities; as well as the participation of the young people in world and national heritage preservation and promotion.

The Sub–regional Youth Forum on World Heritage, Oman, 26-28 October 2002

9. A presentation of the World Heritage Convention and the WH Education Project, on the basis of the World Heritage in Young Hands Education Kit.

World Heritage in Young Hands Educational Kit

10. The role of teachers in disseminating the concept of World Heritage is vital. As a tool to mainstream and incorporate World Heritage Education in classroom teaching the Educational Resource Kit for Teachers entitled ‘World Heritage in Young Hands’ was first published in 1998 in English and French. Due to many requests from all regions of the world, an updated, more user-friendly second edition was released in September 2002 and is now for sale. 132 French Kits have been sold in French and 60 in English as of April 2003.

11. The Secretariat receives regular requests from countries to **translate, adapt and publish the World Heritage Education Kit into national languages**. Some of the requests apply for promotional assistance grants. To this day, over **20 national language versions** of the Kit already exist or are currently being published. This year’s new additions include the **Swedish, German and Italian** versions of the Kit. Arrangements for a Pilipino, Korean, Kiswahili, Czech and Hungarian version are underway.

12. As the first phase of the consolidation of WHE activities in the Arab region, the second edition of the WHYH Kit was adapted and updated into **Arabic** language and will shortly be produced at a number of 2000 for distribution in schools of the Arab region.

13. As part of the Regional Action Plan for the Pacific, approved by the Committee at its 24th session in Cairns, December 2000, and in an effort to promote the involvement of young people and the participation of Pacific States in World Heritage Education, a **Pacific version** of the World Heritage Kit, ‘Our Pacific Heritage’ is currently being finalized.

Teacher-training Seminars

14. In order to further provide teachers with specific training in how to incorporate World Heritage Education in classroom teaching and how to use the WHYH Kit, numerous teacher-training seminars were organized over the year 2002-2003. The long-term aim is to have a multiplier effect by having trained teachers further train other teachers and become national teacher-trainers.

Seminar on World Heritage Education, Saint Petersburg, Russian Federation, 18-19 February 2002;

World Heritage in Young Hands Educational Seminar, Tbilisi, Georgia, Russian Federation, 5-8 March 2002;

Sub-regional Training Seminar “World Heritage Integration within the National Educational Systems, Belarus, Republic of Moldova and Ukraine, 18-19 June 2002;

National Teacher-training Workshop on World Heritage Education, Damascus, Syria, 8-10 January 2002;

Teacher-training Workshop in the Alsace region, Strasbourg, France, 29-30 January 2003;

The workshop, first of its kind in France, aimed at familiarizing teachers with the concept of World Heritage Education and at initiating a development strategy in the Alsace region.

Teacher-training Workshop for UNESCO ASPnet teachers in Slovakia on World Heritage Education, Banská Stiavnica, Slovakia, 22-23 March 2003;

Teacher-training seminar, Falun, Sweden, 22-24 May 2003

15. Independently, a Heritage Education Conference organized by the Local authority World Heritage Forum, Telford and Wrekin Borough, Telford College, Ironbridge Gorge Museum and the UK National Commission was held on 28 March 2003 in **Ironbridge**, United Kingdom. It included Education Officers from UK World Heritage sites and curriculum development experts.

Innovative Educational material on World Heritage

16. The WHC and ED/PEQ/ASP organized from June to September 2002, with the co-operation of an Italian group specialized in communication with the young people through cartoons, a storyboard competition among schools from 17 countries. As a result, the first episode of the future **cartoon series 'Patrimonito's World Heritage Adventures'** was produced based on the winning student's storyboard. To introduce the future cartoon series, a trailer was also produced relating the launch of the World Heritage in Young Hands Project and the birth of the 'Patrimonito' figure during the 1st World Heritage Youth Forum in Bergen in 1995. Future episodes, based on storyboards made 'by young people for young' will continue to be professionally produced. Besides its evident use in the framework of the Education Project, this series is hoped to be diffused by national media (TV) in order to reach a wider audience.

17. Following the International Conference on World Heritage Education, held in Aswan/Cairo, Egypt in February 2002, the 20 participating State Parties have been invited to select World Heritage sites in their countries for which they agreed to develop informative and educative material to be included in a future **multimedia educational kit and CD-ROM** for use in schools. To support the development of this material, each participating State Party may benefit from a limited amount of seed money. The material should be transmitted to UNESCO by February 2004.

18. **Posters** done 'by the young for the young' during the International World Heritage Education Workshop on 'Mobilizing Youth for World Heritage' held in November 2002 in Treviso, Italy, were printed in 10,000 copies for broad distribution to all ASPnet schools.

Skills-development Training Courses

19. Since 2000, the World Heritage Education Project has adopted a more hands-on approach. Skills-development courses actively involve young people in the preservation of the World Heritage in their region, while acquiring new skills that contribute to a better understanding of the importance of both tangible and intangible heritage.

20. An International World Heritage Education Workshop on 'Mobilizing Youth for World Heritage' was held in Treviso/Venice, Italy, from 13 - 15 November 2002 associated with the International Congress of Experts 'World Heritage 2002' held in Venice. The workshop participants took part in training sessions on the production of animated cartoons aimed at sensitizing young people to the importance of safeguarding World Heritage. The result was the production of innovative educational material on World Heritage, that is the production of the trailer and the 1st episode of 'Patrimonito's World Heritage Adventures' future cartoon series.

Information material on WHE

21. The World Heritage Education Brochure is currently being reproduced to include a new design, additional activities and updated information on World Heritage and World Heritage Educatio. Its publication in French, English and Spanish is due at the end of June 2003.

22. The report of the International World Heritage Education Workshop on 'Mobilizing Youth for World Heritage' held in Treviso/Venice, Italy, in November 2002 is due to be published in French and English as the 12th number of the World Heritage Paper Series at the end of June 2003. The report will be distributed to Permanent Delegations and National Commissions.

23. The Report on the International Conference on World Heritage Education, held in Aswan/Cairo, Egypt in February 2002 was published in English and French and will be distributed to Permanent Delegations and National Commissions.

24. Following the World Heritage Skills Development Course for Young People held in Petra, Jordan, in April 2002, a Manual, illustrating best-practice examples, is currently being finalized in collaboration with the ICCROM.

Funding

25. During this period, the implementation of the Project has benefited from the following funding sources: World Heritage Fund: US\$70,000; UNESCO Regular Programme: US\$10,000; Norwegian Ministry of Foreign Affairs: US\$418,000 and Dutch FIT: US\$42,000.

Staff

26. Two supernumeraries are hired to implement the Project: one at a P3 level, who functions as the Focal Point for the Project, and one as Assistant at a GS 4 level (part time). Costs are covered through extrabudgetary sources. The project is supervised by one P3 regular WHC staff, who is at the same time responsible for World Heritage publications.