

INTERNATIONAL YOUTH FORUM 2 CREATIVITY AND HERITAGE ALONG THE SILK ROADS

Changsha & Nanjing 21- 26 May 2018



LET OUR JOURNEY BEGIN!

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INTERNATIONAL YOUTH FORUM

CREATIVITY AND HERITAGE ALONG THE SILK ROADS

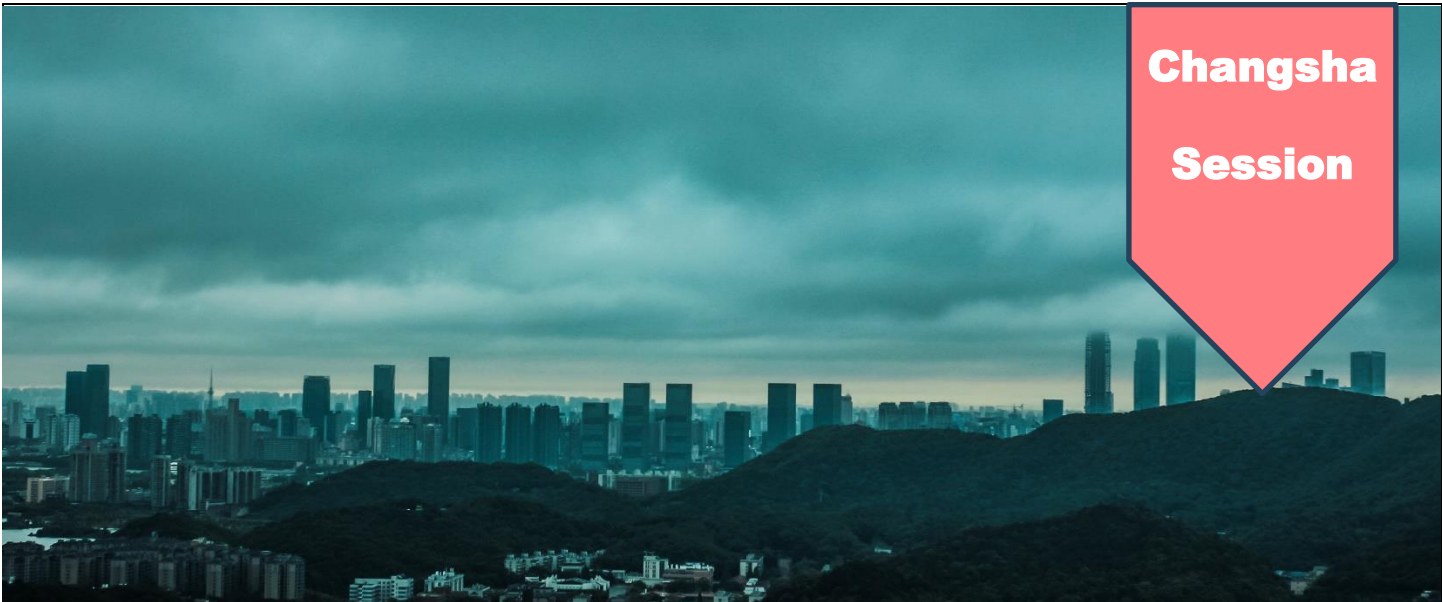
The International Youth Forum (IYF) is a series of youth forums primarily organized by the UNESCO Beijing Office and the Chinese National Commission for UNESCO in collaboration with Chinese local governments. The IYF is designed to give young people a chance to voice their interests and concerns on advancing creativity, heritage, literature and other disciplines for development, as well as to mobilize their increased involvement within relevant fields.

The Second International Youth Forum was organized in follow-up to and building on the success of the first edition International Youth Forum: Creativity and Heritage along the Silk Roads, which took place in Changsha and Quanzhou, 17-22 April 2017. During the first IYF, 84 international youth delegates between the ages of 18-30 from 65 countries along the Silk Roads were exposed to a range of creative and cultural heritage experiences, presentations, and engaged in discussions on how youth can become more engaged in the cultural heritage and creative industries and in protecting and promoting our common cultural heritage. The Changsha Declaration and Quanzhou Recommendation was developed by youth delegates where they committed themselves to promoting creativity and heritage upon returning to their countries at different levels.

The Second edition IYF was held in Changsha and Nanjing, 21-26 May, 2018, focusing on the themes of “Advancing Creativity for Development” and “Promoting Literature and Intangible Cultural Heritage for Development”. 64 international participants (30 women/33 men/1 transgender) aged 18-30 from 52 countries along the terrestrial and maritime Silk Roads in Africa, Arab States, Asia and the Pacific, and Europe attended the IYF2. During the IYF2, participants exchanged with experts, visited creative incubators and heritage sites, and experienced different forms of media arts and literature. Recommendations committing themselves to promote creativity and heritage safeguarding were produced. Following the IYF2, 8 participants (3 women/5 men) took part in the “Experience Changsha Media Arts Program” which was sponsored and hosted by Changsha Media Arts Center. Their youth-led projects in terms of documentary, music, and movie etc. were exhibited at the end of the Program.

In 2019, the IYF will continue providing young women and men with an opportunity to experience first-hand the power of culture, in its various manifestations—creative industries, traditions, arts and crafts, museums, heritage sites, and others—to promote human dignity, understanding between peoples, peaceful coexistence, and sustainable development.

Changsha Session



Monday, 21 May 2018

Arrival in Changsha



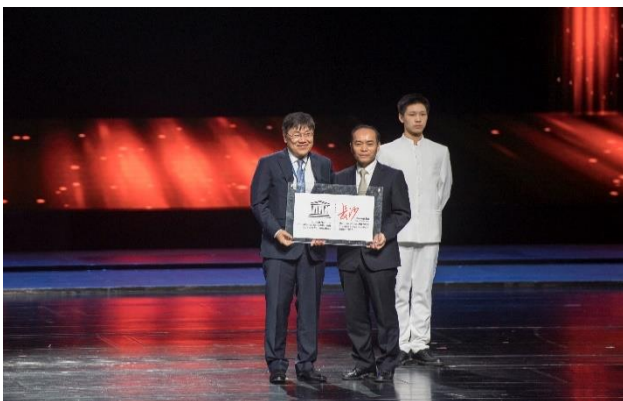
The International Youth Forum 2 gave young people engaged in creativity, heritage protection and literature from 53 countries along the Silk Roads in Africa, the Arab States, Asia and the Pacific and Europe a chance to strengthen their commitment and voice their concerns about their fields to authorities. It also provided a chance for learning and networking among youth.

Icebreaking Session



During the Icebreaking Session, the participants had the opportunity to network, introduce each other and share their story and experiences to their international peers and with the Chinese participants.

Opening Ceremony Unveiling Changsha City of Media Arts logo



Over 900 persons attended the Opening Ceremony of the Forum, including the Chairperson of the UNESCO Executive Board, Ambassador Lee; Secretary General of the Changsha Committee of the Chinese Communist Party, Mr. Hu; Chairperson of the Chinese National Commission for UNESCO, Mr. Qiu; and UNESCO Beijing Cluster Office Director and Representative Ms. Marielza Oliveira. In addition to the speeches, the audience was treated to a splendid cultural performance put on by youth from Changsha.

Advancing Creativity for Development: Expert Panel discussion

During an expert panel discussion moderated by Mr. Yubiao Shen of the Chinese National Commission for UNESCO, panelists discussed how their cities were using creativity, culture and innovation to promote sustainability, while creating opportunities for youth engagement. Panelists mostly from the UNESCO Creative Cities Network were (l to r) Mr. Nigel Ayre of York (UK); Ms. Marielza Oliveira of the UNESCO Beijing Cluster Office; Mr. Gao Shan of Changsha (China); and Mr. Philippe Sueur of Enghien Les Bains (France). In the Q&A session that followed youth recalled that they are the present and the future, and have an important role to play in addressing current challenges and shaping the world we want.



“Dynamism and Balance are two aspects of culture that a city need to both encourage and preserve. The youth is the key to achieve this and a city needs to provide the right tools”

Mr. Nigel Ayre



“Creative expression can support the social, civic and political empowerment of marginalized groups by fostering a respect for their human rights, in particular their cultural rights and freedom of expression.”

Ms. Marielza Oliveira

Introduction of the “Experience Changsha Media Arts Program”: Achievement of the Changsha Declaration

This session accounted for what had been done in response to commitments made by UNESCO and the City of Changsha at the 2017 IYF. Detailed information on the agenda of the “Experience Changsha Media Arts Program” was presented and participants in the program (photos below) were introduced. This three-week traineeship program hosted by Changsha Municipality is designed to give selected participants who have a background and experience in media arts the opportunity to improve their artistic skills and learn more about Chinese craftsmanship. Eight participants from Azerbaijan, Belarus, Egypt, India, Malawi, Morocco and Zambia, were selected to participate in the “2018 Experience Changsha Media Arts Program, 28 May – 15 June 2018”. Works of art and craft created during the “Experience Program” were showcased in the “Hunan Media Arts Gallery” and will later join the “Changsha-Media Arts City Exhibition” at the City’s Media Arts Development Center.



Visit to the P8 Sustainable Innovative Community



Participants had the opportunity to visit P8, a prototype for future Eco-communities, and incubator for micro and small businesses in the creative industries. They explored the works on display and interacted with creators and members of the community, discussing ideas and being inspired for their own projects back home.



Cruise of Xiang River: The Night of Media Arts

The city of Changsha has a long tradition of fireworks-making and demonstrated its craftsmanship to the participants and the general public during a fun cruise on the Xiang River, the largest river in Hunan Province.



Wednesday, 23 May 2018

ADVANCING CREATIVITY AND PROMOTING HERITAGE FOR DEVELOPMENT: YOUTH PANEL DISCUSSION



A youth panel discussion moderated by the UNESCO Culture Sector Project Officer Ms. Lu Ye also addressed the issue of advancing creativity and heritage for development. Panelists were (l to r) Ms. Hanyu Chen (China), Mr. Wong Cheng Yu (China), Ms. Kristina Yasuda (Japan), Mr. Phyo Thura Htay (Myanmar), and Ms. Shougat Khan, UN SDG Young Leader and women's rights activist (Bangladesh). Using as examples projects on which they were working, the panelists discussed the important roles of technology and education in helping to safeguard and transmit culture. They also addressed some of the challenges youth face in making advances in the creative industries, and suggested some measures which could be taken to help overcome obstacles.

“We hear green-tech and all sorts of other techs but why no Cult-Tech? Technology can help bridge the gap between art, identity and wealth creation providing a chance for empowerment”

Kristina Yasuda, Japan

“Young people are the custodians of culture, building international platforms dedicated to them will help making their voice heard”

Phyo Thura Htay, Myanmar

PARALLEL SESSIONS

For the Parallel Sessions, the participants divided according to their personal interests into two thematic groups: one focused on advancing creativity and the other on cultural heritage promotion. The discussions produced two distinct sets of recommendations on the way forward that were later presented in the plenary session.



ADVANCING CREATIVITY FOR DEVELOPMENT

“Provide better support, both technical and financial, to creative ideas for developing countries and Least Developed Countries cultural and creative enterprises”
Recommendations on Creativity (See page 16)

PROMOTING HERITAGE FOR DEVELOPMENT

“Engage youth advocacy and lobbying efforts to advance the cultural heritage preservation agenda on a national and international level”
Recommendations on Heritage (See page 17)

RECOMMENDATIONS/ WAY FORWARD/ LESSONS LEARNED SESSION

Youth participants Hannah Getachew, (UK/ Ethiopia) and Geetha Wilson (India) presented the achievements of the parallel sessions in plenary. All sessions of the IYF2, excluding the Opening Ceremony and the Panel Discussions, were moderated by Ms. Eunice Smith, UNESCO Social and Human Sciences Programme Specialist.

In closing the Changsha leg of the IYF2, Mr. Long Gangyue, Deputy Director, Changsha Publicity Department expressed his gratitude to all parties involved in organizing the Forum. He also gave the following advice to the youth:

1. Become disseminators of culture in our global village;
2. Be protectors of our shared cultural heritage both tangible and intangible;
3. Be incubators of creative ideas in order to create dynamic, innovative and happy cities.



Nanjing Session

Thursday, 24 May 2018

Arrival in Nanjing



In Nanjing, the focus shifted to the promotion of literature and intangible cultural heritage for development. This second leg of the forum provided participants with opportunities for hands-on learning in the preservation of literary works and in making traditional craftworks.



Visit to the Nanjing Library

Workshop on ancient books preservation techniques and book donation-



Visit to the "L'Avant Garde Bookstore"



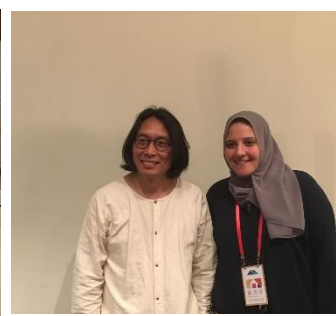
Walking Tour of the Nanjing Porcelain Tower Heritage Park & Youth and Heritage Cultural Forum

-Introduction on the history of paper-making in Nanjing and workshop on traditional pattern printing.



Photo credits: 崔晓/拍摄

Visit to the Suiyuan Book Design Workshop and meeting with the artist Mr. Zhu Yingchun



Youth Leader Forum



南京大學
NANJING UNIVERSITY

-IYF2 participants Mr. George Platt (UK/ Mongolia) and Mr. Andrew Fale Lesa (Samoa/ New Zealand) shared their experiences on global citizenship



"I am a citizen of the world but I am also a Samoan citizen. If I am provided with the right platforms, I can share my cultural heritage with the world and preserve my identity at the same time"
Andrew Fale Lesa, Samoa/New Zealand

Creative Youth Meeting and Forum



南京藝術學院
NANJING UNIVERSITY OF THE ARTS

-Presentations by top students and traditional music were on the agenda for a visit to the Nanjing University of Arts. The session ended with a reflection and sharing segment on youth, diversity and cooperation



The future is in our hands!

Opening Reception of the 8th World Historical & Cultural Cities Expo



world historical & cultural cities expo 2018
南京历史 文化名城 博览会

The auditorium of the Yue Jiang Tower hosted the Opening Ceremony of the 8th World Historical & Cultural Cities Expo. The ceremony was attended by more than a 1000 spectators who were thrilled by multiple performances mixing tradition and modernity; east and west; and reflecting the theme of the Expo: "understanding, sharing, and win-win".



Visit to the Nanjing Folk Art Heritage Museum

The Museum offered practical demonstrations of local intangible cultural heritage, including traditional opera, lantern-making and traditional games.



International Youth Forum on Creativity and Heritage Along the Silk Roads: Talks on Literature

During this final session of the IYF2, participants Ms. Chandrica Barua (India) and Mr. Kavinien Karupudayyan (Mauritius) made presentations on the importance of cultural exchange and youth engagement in the field of literature.

“While I say that roots are important, I do not mean a narrow cultural outlook at all. Openness to being destabilized and decentered is also extremely important”
Chandrica Barua,
India



MEDIA COVERAGE HIGHLIGHTS



THE STATE COUNCIL INFORMATION OFFICE
THE PEOPLE'S REPUBLIC OF CHINA



Changsha opens youth forum on heritage protection

“The Changsha International Youth Forum gathers representatives from 51 countries to promote cultural creativity and heritage protection.”

中国新闻网 中新网
WWW.CHINANEWS.COM

“In Changsha, the Global Youth calls for an endorsement to creativity to boost Cities ‘development”



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International Youth Forum: Creativity and Heritage along the Silk Roads in China (21-26 May 2018)



COUNTRY PROFILE
 China Capital: Beijing Region: Asia and the Pacific
RELATED INFORMATION
Title: International Youth Forum: Creativity and Heritage along the Silk Roads in China (21-26 May 2018) Date: 21 May 2018 to 26 May 2018 Route: Land, Maritime Contact: Eunice Smith, Email: e.smith@unesco.org

“The forum is aimed at youth who are considered to be the most dynamic group in contemporary society. Their innovative ideas and entrepreneurial spirit aid in the advancement of meaningful dialogue and change.”

samoabobserver
June 25, 2018

Samoan duo travel to the belt and road to represent Pacific
“U.N.E.S.C.O. and the government of China hosted an international youth forum for the belt and road initiative last week. More than 40 young people from around the world gathered in Changsha and Nanjing to preserve or promote creativity and heritage in the 2030 agenda for sustainable development.”



HIGHLIGHTS OF PARTICIPANTS' FEEDBACK

I highly appreciate the hospitality and thoughtful arrangements of the Chinese government officials and organizers from the UNESCO, and the exceptional warmth and kindness of the volunteers. China's been a neighbor of Myanmar since forever, and I have heard a lot about it through history studies, media and culture, but must admit that the physical experience topped them all. Changsha was beautiful, naturally and intelligently, while Nanjing's richness in literature and heritage was inspiring. The program is nicely structured, including the plenary sessions as well as a bit more focus on hands-on activities of literature, arts and creativity. Most importantly, I am grateful to the IYF for the opportunity to build lasting friendships with phenomenal (and annoying) people throughout the Belt and Road.

Phyo Thura Htay, Myanmar

I thought the program was a stimulating way to understand the contemporary Chinese culture and its cultural heritage. It simultaneously allows the participants to be exposed to Chinese cultural industry, and to have a better comprehension of the Chinese government's agendas, policies, and its readiness towards the cultural economy, and the social viability of the neo-silk road era. This is not to mention that the program is a great platform to foster network, friendship, and connectivity.

Reaksmei Yean, Cambodia

I'm very grateful that IYF2 and UNESCO have provided me this opportunity for me to share a little about Malaysia, especially on the shared cultural heritage of our huge ethnic Chinese diaspora, the largest outside the Greater China region in fact, to the Chinese host and the other international delegates, on how we can work together to strive for common prosperity and advancement of our longstanding friendship with each other. And I'm even more grateful that Belt and Road Initiative has united us all into exploring the future prosperity and endless possibilities that China as a strong, successful country in the world can offer, especially to the developing world where I come from. As one of the international delegates said, we, the youth delegates, are the faces of the present, not just the future, and I look forward to bringing the IYF2 spirit and values back to Malaysia to foster stronger cooperation with, the present and future leaders of China and the rest of the Belt and Road countries.

Yik Wai Chee, Malaysia

IYF2 has been the brightest spot in my galaxy of work, networking and fora. The theme of the forum deepened my understanding of creativity, culture and heritage far better than I appreciated. It has now challenged me to leverage technology for culture preservation and creativity advancement. China, in itself offered the best cultural nest to the diversity of delegates from various nationalities. It was a unique learning experience studying how China has preserved its rich culture in various (literature, media arts, literature etc). The tours and field visits were exceptionally helpful. Then as well, the diversity of all delegates offered me the broader understanding and appreciation of various cultures. You hardly meet awesome young leaders carefully selected for events such as this. I was also able to share some unique perspectives of my culture and arts with other delegates.

I'm grateful to UNESCO for this unique opportunity and looking forward to leading change in my community, society and world.

Cherubim Mawuli Amenyedior, Ghana

The image which I had always in my head for China was that image of commerce and industry. IYF2 gave me the opportunity to see the other face of this country and to live an invaluable cultural experience there. I think this forum is one of the best international experiences I had in my life. I felt like it was a one-week dream in the Paradise of China. Everything was well organized to help us to know more about the Chinese culture and heritage. I haven't stopped telling my friends about this experience which helped me to have this new image of China: an image of culture, arts, heritage and literature."

Nesma Jaber, Palestine

As an islander, I am confronted with two choices. Either I can turn my back to the ocean and believe that my island is the world or I can open my arms and welcome the world while being a proud islander. I have chosen the second one because I believe that it is by sharing our ideas and learning from each other that we can make our world a better place to live in. IYF2 has helped me discover the People's Republic of China which has taught me many things. One among these things is as to how one can at the same time be modern while continuing to practice centuries-old traditions, customs and techniques. There is a beautiful blending of technology and tradition. Secondly, I can proudly say that I have made friends across the world, friends who have the same concern for our planet earth. I am optimistic that with the skills we have gained from IYF2 we can make a change.

Kavinien Karupudayyan, Mauritius

China choice to invite delegates from around the world showing them how marvelous they have been able to construct unique cities by incorporating culture heritage, gathered after the great wars, and modern technology serves as a testament of creativity and heritage and an exemplary route for the world at large to fellow. Personally I feel like an ambassador to preach the Good News of China's intangible heritage and the developmental goodies packaged in the concept of the Silk and Belt Road which I believe is a model for other countries to emulate. Also it was my first time of seeing how impactful communism could foster development. To me, in the past, this system of government was very unclear but I am happy to have been opened to it through some of the visible achievements in Changsha and Nanjing. Also, as a student of literature, I was always limited to think that literature was the lone creative means to preserve culture and its value but expositions and ideas from other delegates helped enlighten me more. I learnt technology had a great part to play as well as other components I hardly thought of. If China has been a place destined for me to learn and meet some great minds both from my continent and other continents, then it's obviously a place to be.

Jude Achiageonzoh Fonchenalla, Cameroon

Under the auspices of authorities at all levels of the People's Republic of China and organizers of the International Youth Forum on Creativity and Heritage along the Silk Roads, I would like to express my gratitude and consider forever this experience engraved in my memory as I witnessed a bright and prosperous future of Chinese cultural, artistic and heritage development. Indeed, I am amazed by the quality of the infrastructure and cultural institutions that abound in the city of Changsha and Nanjing. In this, I am particularly impressed with the city of Nanjing for the quality of its landscape never seen before. Nanjing, a city totally developed in the green spaces, proves that the city of Nanjing is a tourist predilection of the future and a place where life is good. And I am mostly marked by Chinese food. For me, the city of Changsha and Nanjing represent a crossroads of civilization of the cultural world because these two cities are rich in history and its rich heritage. This International Youth Forum on Creativity and Heritage Along the Silk Roads has succeeded in bringing together more than 40 to 80 youths of the world of different nationality and cultural diversity. This experience allowed me to realize how important cultural diversity is in development in a big country like China, which has a particularly rich development model of its history and heritage.

Freddy Patrick Sanze Daramo, Central African Republic

RECOMMENDATIONS FOR ADVANCING CREATIVITY FOR DEVELOPMENT

We, youth from 53 countries along the Silk Roads gathered in Changsha on 23 May 2018, believe that creativity, embracing cultural expression and the transformative power of innovation in knowledge societies, contributes to finding imaginative and appropriate responses to development challenges, especially given the degree of connectivity recently achieved in today's world.

We also believe it is essential to engage the world's youth in order to advance the role of creativity for an extensive and inclusive development.

Therefore, we recommend our governments, international organizations, private sectors, civil societies, local and international communities, as relevant, to take the following actions:

1. Enhance the quality of education:
 - a. Quality Education can help to change the dialogue of the world to fit the actual challenges and it can trickle down;
 - b. Foster Country-to-Country and People-to People exchanges;
 - c. Try out different pedagogical approaches to create alternatives to standardized testing
2. Entrust the youth to take the lead and empower them:
 - a. Organize engaging Forums on SDGs to raise awareness for the broader society and prepare young leaders to tackle challenges of the future;
 - b. Establish innovation competition for the youth and invest in implementing the winning ideas;
 - c. Create an online networking platform where young people can connect and share ideas on how to improve artistic expressions in order to convey their message better.
3. Make sure to Invest and finance creative industries and cultural activities, the resources should come both from the private and the public sector.
4. Promote relevant training courses:
 - a. Invest in capacity development programs and learn from best practices around the world;
5. Promote international and trans-sectorial cooperation:
 - a. Deepen the integration amongst cities in the UNESCO Creative Cities Network (UCCN). More collaboration and promotion between cities would start a virtuous cycle of job creation and marketing. Integration may also lead to projects capable of bringing together creative industries and media arts in the preservation of intangible cultural heritage (ICH) and the promotion of best practices;
 - b. Foster trans-sectorial cooperation and synergy between researchers and practitioners in creativity;
 - c. Provide better support, both technical and financial, to creative ideas for developing countries and Least Developed Countries cultural and creative enterprises.

RECOMMENDATIONS FOR PROMOTING HERITAGE FOR DEVELOPMENT

We, youth from 53 countries along the Silk Roads gathered in Changsha on 23 May 2018, believe substantive benefits can be reaped from engaging youth in multiple aspects of the safeguarding of our cultural heritage.

We also believe in the crucial role that youth has to play in further promoting heritage and its role for development in the future.

Therefore, we recommend our governments, international organizations, private sectors, civil societies, local and international communities, as relevant, to take the following actions:

1. Develop youth representation in the sphere of cultural heritage management:
 - a. Create an international multi-disciplinary youth network of knowledge, research and partnerships on cultural heritage;
 - b. Create specialized UNESCO youth clubs focusing on cultural heritage safeguarding and promotion that assist UNESCO efforts and coordinate youth interventions in this practice;
 - c. Strengthen the skills of youth to play a greater role in tangible and intangible heritage management.
 - d. Enforce the role of youth exchanges and skills acquisition as a medium for heritage preservation and interpretation;
 - e. Engage youth advocacy and lobbying efforts to advance the cultural heritage preservation agenda on a national and international level;
 - f. Establish youth forum under the national commissions;
 - g. Promote international cooperation within schools and colleges through fellowships.
2. Ensure extensive and inclusive participation in Heritage preservation:
 - a. Encourage knowledge-sharing and peer-to-peer exchanges to facilitate appropriate and responsible management of cultural heritage. Knowledge-sharing should be implemented through interactive platforms and facilitated by innovative story-telling;
 - b. Encourage a bottom-up approach for community engagement in heritage awareness and promotion.
3. Ensure cultural heritage's financial sustainability:
 - a. Establish vertical funds that empower communities to undertake cultural heritage preservation;
 - b. Promote private-sector investment and attract investors by facilitating paperwork;
 - c. Harness the power of cultural tourism for sustainable development;
 - d. Promote local businesses and social ventures;
4. Promote heritage-sensitive education:
 - a. Include heritage education from a young age and provide the right incentives for the youth to remain involved in heritage preservation within their community and outside of it;
 - b. Enhance cross-disciplinary integration of cultural heritage conservation notions in relevant academic curricula;
 - c. Push developing countries to work harder at promoting understanding, appreciation and preservation of culture and heritage;
 - d. Integrate "Art&Design" into science, technology, engineering and mathematics teaching, especially in African countries, to develop a better sense of cultural and heritage appreciation;
 - e. Increase education on and research in sustainable tourism;
 - f. Develop standards, criteria and technical approaches for intangible cultural heritage (ICH) in order to ensure their future preservation, promotion and transmission.

5. Invest in technology and innovation:
 - a. Take full advantage of social media to promote heritage preservation and to raise awareness;
 - b. Invest in the use of ICT tools (VR, AR, 3D printing, Holographics...) to promote culture preservation and cultural activities;
 - c. Support the development of a universal repository of digital heritage, particular attention is to be given to heritage at war
 - d. Leverage media arts to convey the mission of cultural heritage preservation.

6. Foster International Cooperation
 - a. Promote a joint initiative for countries that have similar cultures (e.g. Malaysia, Indonesia, Singapore, Brunei) to highlight the similarities of cultural heritage and jointly popularize it domestically as well as globally.

7. Undertake a modern approach to Heritage preservation and promotion:
 - a. Repurpose heritage sites to make preservation sustainable, modern and socially useful;
 - b. Popularize traditional culture through a deep collaboration between culture-related organizations, film industries and social media.

THE BROWN TEARS OF ZAHRA HUSSAINI

You suffer as a woman
And as an Afghan for
A fault which distance from your cause.

Killing your joy of
Motherhood (people)
The also accuse you;
Judging by perceptions.

While you trot the world
And trade your peace to
Seek solutions to fix
Their sins to the world.

A privilege of national
Pride now lames and
The world thinks they are
The privileged.

Forgetting to know you,
Birthing, people
The world the wars are
Killing in seconds timing.

What a paradoxical
Shutdown to women
And citizens of the world,
Reduced by *men* tality.

You're to us, the Carrier
Of the future and
The glowing tenderness
Lighting tomorrow.

We stand with you to lit
The fire on the mantle
Of equality on the lone
Mountain of hope.

Terrorism is no one's
Culture neither is it
Inherited. It's a choice
Made by *individuals*.

By Jude Achiageonzoh Fonchenalla, Youth Participant



This poem was written by one of the participants for Zahra Hussaini, an Afghani participant. Jude and with him, all of the IYF 2, wanted to honor Zahra's work on women empowerment in Afghanistan and her strength fighting against prejudice and exclusion.

YOUTH SPEECH
BY Ms. BENIS CHE NCHANG

PRESENTATION ON THE THEME OF CREATIVITY, LITERATURE, AND THE CONTRIBUTION THAT YOUNG PEOPLE CAN MAKE FOR A BETTER WORLD

In the area of creativity, my inspiration was motivated by the adult generation. Who love their heritage but for one reason or the other have been drifted from it.

The Adult Generation (Heritage Promotion through Fashion and Style)

This set of people are too serious minded as they are more concerned about work and meeting up with their responsibilities life imposes on them and by default, they are almost completely inaccessible to involve and communicate to about heritage. However, they actually love their heritage, and they even love to identify with it but they need somebody to bring it to them in a more practical way.

In this regard, I released a clothing line for adults December 2017 which make them “Walking Frames” of the pictures of heritage and its sites. These clothes are T-shirts designed with pictures of heritage sites and very captivating captions. In addition, customised accessories such as bracelets, necklaces, caps, shoes, bags and wrist bands will certainly have a great impact because they are customised to carry the message of heritage and adults are more than happy to wear these to identify with their culture.

LITTLE HEIRS – The Children (New Breed) Plan

As regarding literature, my inspiration in this dimension of heritage promotion has a strange source of inspiration: Terrorist Groups. These people stole one verse from the bible and it is working for them enormously “Train up a CHILD in the way he should go and when he grows, he will not depart from it. What are their core practices? Terrorists recruit children that are still virgin minded at the ages of 5, 6 and 7 years old and they start programming their minds to reason in a particular rigid pattern. By the time this child is getting to 14 years, there is absolutely nothing you can do to redeem him from that mental corruption. He or she has already become a zombie of terrorist instincts because the only programs that are written and solidified are the glory of terrorism, the glory of enduring pain and deriving pleasure from it if caught, and the glory of suicide bombing. That is why killing a terrorist has never solved the problem and will never stop it, because it is not the act but the ideology. it is the only thing they’ve been programmed to know.

Now we on the other side of the world believe that at that age, the child is still too small to learn and understand mature things about life and history. As a result, we want to give them some time to grow before we begin to teach them certain things, and while we are waiting for them to grow, we unconsciously indulge them in a mind programming through fictional story books and cartoons. They see from Cinderella that it is right to go partying at night, they see from Snow White that it is alright to stay in a bush with 7 men, they see from Rapunzel that it is alright to pull a guy up through the window of your room, they learn from Aladin that it is alright to steal and give to the poor (the end justifies the means). And they grow with this sweet beautiful poison that lies behind these happily ever after stories and parents start asking themselves “where did I go wrong?” it is all a programming in the course of the mentality that a child is still too small to understand real books and real life.

It is from this analysis that I came up with the New Breed Plan for heritage preservation.

The plan is to create a series of children’s books that speak to them in children language, the beauty and glory of the African heritage and the heritage sites they are heirs of.

The book series I title “Little Heirs of Heritage” will be very colourful books of real African heroes like Madiba (of South Africa). Roger Milla (of Cameroon), Kwame Nkrumah (of Ghana)... speaking to children in the most simple way about their heritage and showing them the beautiful heritage sites which make their countries unique and of which they are the little heirs. These book will translate History in children language and get them familiar with their heritage in a way that is fun, entertaining and at the same time educating.

This will enable them grow up with real heroes of Africa being their heroes, and instill in them a sense of responsibility and connection towards their heritage and the heritage sites which they begin to see as inheritance.

This will also enable them ask a lot of questions that can give them relevant information about their origins which is being processed as they grow. They will be motivated to identify or to know these sites physically and connect with them. This also can serve as an inspiration that provoke aspirations in the hearts of the children to be like and even better than these heroic men and women when they grow up. The principle applies: the more you look at, and listen to someone, the more you become like them.

Achieving This Project Plan

This project will take a maximum of 12 months to be realised. There are principally three people needed in the team that will accomplish this mission:

- A cartoonist
- A story writer
- A producer

However, there are going to be other volunteers working. It is my utmost desire to see the project of these books adopted as UNESCO books which are adapted in to the syllables in African schools.

MISS AFRICAN WORLD HERITAGE Pageant – The Youth Generation Heritage Plan



As for youth contribution to a better world, my focus was on how to package heritage in a more attractive way to pull the attention of young people. The youths is a group of people made up of teens and adolescents. These group of people are the immediate target of heritage involvement and I have devised a means by which I can draw their attention and interest massively to heritage preservation and promotion by synchronizing heritage practices with the activities which excite youths generally. This concept is generally envisioned to be at regional level and later continental level. Regional in the sense of each representative of PACE in the various African countries will have the responsibility to organise this pageant in their country with the endorsement of the African Union. There will be Miss African Heritage Cameroon, Ghana, and Uganda ... and so on. The elected ladies nationally recognised as the ambassador of Heritage will have the task of promoting heritage and its sites in every media outlet possible. At a given time of the year, all the regional ambassadors will come together in a country to compete for the continental ambassadorial title of Miss African World Heritage. This ambassador will have responsibilities assigned to her position which include the following:

The Function of the Ambassador(s) in Promoting Heritage

1. Exciting documentary tours of heritage sites which will be aired on TV stations as reality TV shows.
2. School campus tours to talk to young people about the exciting wealth of heritage. She may also join excursions to heritage sites to give the wow factor to the activity as a celebrity.
3. Media tours to incite the government to invest in the improvement of heritage sites, encourage parents to connect their children to their heritage, and inspire young people to take expeditions to these sites.

4. Preside in children activities such as book reading, to read to them and talk to them in a fantasy-inclined way about heritage, heritage sites, and heroes of heritage.
5. Will use all media means available to do educative talks on how to preserve and promote our culture as well as heritage.
6. The ambassador may also act as a representative of cultural heritage in UNESCO programs most especially in the cultural sector both at national and international levels.
7. She will appear in book covers, calendars, post cards, and other print media that promote heritage and showcase the beauty of heritage sites.

ANNOTATED AGENDA

DATE	TIME	EVENT
CHANGSHA SESSION		
Monday, 21 May 2018	All day	<p>Arrival / registration / check-in</p> <p>Hotel: Meixi Lake Hotel, a Luxury Collection Hotel, Changsha 410006, Hunan Province, P.R. China Tel: 86-0731-85958888</p>
	14:00 - 17:00	<p>Icebreaking Session and Gift Exchange</p> <p>This session will be held at the Li Zi Jian Art Museum, where the artist himself will lead the tour of his gallery.</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
	18:00 - 19:30	<p>Welcome Banquet and Official Group Photo</p>
	20:00 - 21:00	<p>Opening Ceremony: Unveiling Changsha City of Media Arts logo and “Changsha Media Arts Night” Show</p> <p>Speakers:</p> <ul style="list-style-type: none"> ● Mr. Hu Henghua, Secretary-General of CPC Changsha Committee ● Mr. Lee Byonghyun, Chairperson, UNESCO Executive Board ● Mr. Zhang Yanbin, Director-General, Bureau of Overseas Publicity Department ● Ms. Marielza Oliveira, Representative and Director of UNESCO Beijing Cluster ● Mr. Qin Changwei, Secretary-General, Chinese National Commission for UNESCO ● Mr. Cai Zhenhong, Director-General of Hunan Provincial Publicity Department <p>Venue: Meixi International Culture Art Centre</p>


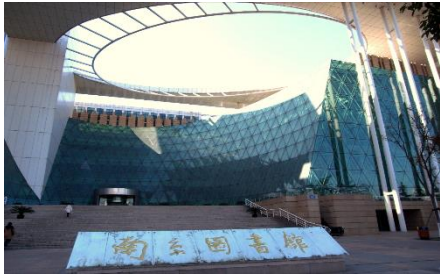
Tuesday, 22 May 2018	9:30 - 11:00	<p>Advancing Creativity for Development: Expert Panel discussion</p> <p>Moderator: Shen Yubiao, Director for Sciences, Culture and Communication, Chinese National Commission for UNESCO</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Gao Shan, Member of the Standing Committee of the CPC and Director-General of Changsha Publicity Department • Ms. Marielza Oliveira, Representative and Director of UNESCO Beijing Cluster • Mr. Philippe Sueur, Mayor of Enghien Les Bains, France • Mr. Nigel Ayre, City of York, U.K <p style="text-align: right;">  </p> <p>At the Grand Banquet Hall of the Hotel</p>
	11:20 - 12:00	<p>Introduction of the “Experience Changsha Media Arts and ICH Program”: Achievement of the Changsha Declaration</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ms. Eunice Smith, Programme Specialist, Social and Human Sciences, UNESCO Beijing Cluster Office • Mr. Yang Chang Jiang, Senior Official, Changsha Municipal Government • Ms. Xiaoyue Wen, Youth Delegate from Changsha • Ms. Xiaoliang Wen, Youth Delegate from Changsha <p>Introduction of participants in the Experience Changsha Media Arts and ICH Program”</p> <p>At the Grand Banquet Hall of the Hotel</p>
	12:00 - 13:00	<p>Lunch</p> <p>At the Cafeteria in the Hotel</p>
	13:00 - 17:00	<p>Field visit & Presentation of the P8 Sustainable Innovative Community</p> <div style="display: flex; justify-content: space-around;">   </div>





		<p>P8 is a prototype for future Eco-communities. It offers a viable community model and incubator for micro and small businesses based on creativity. Collaboration is encouraged through co-working, coexisting, and cooperating to generate products, services and income based on ecologically-friendly innovation.</p> <ul style="list-style-type: none"> • Virtual Reality, Installation Art Works, Photoelectric Art Presentation, P8 Representative • Visit start-up businesses incubated at P8 and meet young entrepreneurs <p>Exchange between the Participants and the Community</p>
	17:00 - 18:00	<p>Dinner At the Mediterranean Cafeteria in P8</p>
	18:00 - 21:00	<p>Cruise Tour: The Night of Media Arts At Xiang River, Orange Island</p>  
Wednesday, 23 May 2018	9:00 - 10:30	<p>Advancing Creativity and Promoting Heritage for Development: Youth Panel discussion</p> <p>Moderator: Ms. Lu Ye, UNESCO Culture Sector Project Officer</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Shougat Nazbin Khan, SDG Young Leader and women's rights activist • Kristina Yasuda, IYF 2 Participant, Japan • Phyo Thura Htay, IYF 2 Participant, Myanmar • Wong Cheng Yu, Youth Delegate from Changsha • Hanyu Chen, Youth Delegate from Changsha <p>At the Grand Banquet Hall in the Hotel</p>
	10:30 - 10:45	<p>Tea Break</p>



	10:45 -12:15	<p>Parallel Sessions</p> <p>This will be an interactive session. Participants will select a representative from among themselves who will present in Plenary a summary of the discussion and its recommendations in the subsequent session on Recommendations/Way Forward.</p>	
		<p>Advancing Creativity for Development</p> <p>Moderator: Hannah Getachew, Master Candidate at Peking University</p> <p><i>In the age of platforms and connectivity, how can we, young people, support creative industries and enhance their contribution to development? Especially in the Global South where there is a lack of infrastructure for cultural goods market and services.</i></p>	<p>Promoting Heritage for Development</p> <p>Moderator: Shougat Nazbin Khan, SDG Young Leader and women’s rights activist</p> <p><i>Heritage has an enormous potential for development but this potential is often underestimated. How can, young people, work together to keep its relevance alive among peers and not?</i></p> <p><i>Can innovation and technology help in this? How?</i></p>
	12:15 -13:30	<p>Lunch</p> <p>Cafeteria in the Hotel</p>	
	13:30 -14:30	<p>Recommendations/ Way forward/ Lessons Learned session</p> <p>Presentation of recommendations from the Parallel Sessions</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Ms. Eunice Smith, UNESCO Social and Human Sciences Program Specialist • Mr. Long Gangyue, Deputy Director, Changsha Publicity Department <p>Vote of Thanks</p>	
	15:00	<p>Departure for the airport</p>	
	17:50	<p>Flight Departure from Changsha, MU 2738</p>	
	19:15	<p>Flight Arrival in Nanjing</p> <p>Arrival / Registration / Check-in</p>	

		<p>International Youth Convention Hotel</p> <p>Address: 8 Yecheng Rd, Jianye District, Nanjing, China</p>
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NANJING SESSION

<p>Thursday, 24 May 2018</p>	<p>9:00 - 10:30</p>	<p>Field Trip:</p> <p>Nanjing Library</p> <p>Nanjing Library, founded in 1907, is the third largest library in China with over 10 million items. It houses important scientific, cultural and arts literature including volumes dating from the Tang Dynasty to the Ming Dynasty.</p> <p>The participants will be welcomed by the Director of the Library, Prof. Xu Xiaoyue and discover what secrets the library locks inside its doors. At the end of the visit, there will be a “Hands-on Experience” on how to repair and maintain ancient books, at the Ancient Book Repair and Research Centre. While the Creative Cultural Centre within the Library, will offer an Intangible Heritage show.</p> <div style="display: flex; justify-content: space-around;">   </div>
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11:00-12:00	<p>Field Trip:</p> <p>L'Avant Garde Bookstore</p> <p>National Geographic, the BBC and CNN recognized L'Avant Garde Bookstore to be one of the “World’s 10 Most Beautiful Bookstores”. What makes this bookstore unique is that it was transformed from an underground parking lot into one of the most fashionable bookstores in China. It is not only a famous hotspot for readers in Nanjing but also a well-stocked library specialized in humanities and social sciences of the whole Jiangsu province</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
12:30-13:30	<p>Lunch at the vegetarian restaurant of Nanjing Porcelain Tower Heritage Park</p>
13:30-14:40	<p>Walking Tour of the Nanjing Porcelain Tower Heritage Park</p> <div style="display: flex; justify-content: space-around;">   </div>
14:40-16:00	<p>Youth and Heritage Cultural Forum</p> <p>The Participants will have the opportunity to learn about traditional printing techniques and discuss their preservation and importance for the future.</p>
16:30-18:20	<p>Field Trip:</p> <p>Suiyuan Book Design Workshop, at the Nanjing Normal University Suiyuan Campus.</p> <p>It is the studio of the award-winning book designer Mr. Zhu Yingchun which will welcome the participants, guide them through the campus and share with his guests his story and ideas. In fact, the studio is where Mr. Zhu took the inspiration for his best-seller “The Language of Bugs”, a book that, as its author says: “Came from all kinds of little bugs in the garden, visible and invisible”. At the end of the visit, the Participants will have the</p>

		<p>chance to try out the techniques used by the author to print “the bug’s characters”.</p> 
	18:50 - 20:30	<p>Dinner at Jinling Opera House</p>
<p>Friday, 25 May 2018</p>	9:00 - 12:00	<p>Youth Leader Forum, at the Nanjing University, Xianlin Campus</p>  <p>It is a Forum meant to encourage interactive sharing on the theme of Youth and Cultural Innovations. Sharing experiences from their cities, speakers will include IYF participants Mr. George Platt (UK/ Mongolia) and Mr. Andrew Fale Lesa (Samoa/ New Zealand)</p> <p>At the end of the Forum, the Participants will collectively plant a tree on the campus of Nanjing University to mark the occasion.</p> 
	12:00 - 13:00	<p>Lunch at Dining Hall of Nanjing University</p>
	14:00 - 17:30	<p>Creative Youth Meeting and Forum, Nanjing University of the Arts</p>

		 <p>The Participants will tour the Graduates Exhibition, that showcases the art works of the students that are graduating in 2018 and visit the Experimental Art Gallery. After the tour, the participants will join the young art students of the University for a Creative Youth Forum, during which the students will showcase their skills acquired from college education, for example, painting, design, art performances and so on.</p>
	18:00 - 19:30	<p>Dinner at Cucumber Garden Restaurant (within the Dining Hall of Nanjing University of the Arts)</p>
	20:00 - 21:30	<p>Opening Reception of the 8th World Historical & Cultural Cities Expo, At the Yuejiang Tower</p> <p>IYF participants are invited to attend the Opening reception of the 8th World Historical & Cultural Cities Expo. Other participants in the Expo will include 300 distinguished international guests, including mayors of historical and cultural cities around the world, top-class scholars, and representatives of NGOs who will participate in activities under the theme “understanding, sharing, and win-win”. The Opening Reception will feature an opening ceremony and performances that will showcase the diversity of cultural expressions along the Silk Roads.</p> 
<p>Saturday, 26 May 2018</p>	9:00-11:30	<p>Field Trip: Discover Local Heritage: Nanjing Folk Art Heritage Museum</p> <p>The Participants will visit the Nanjing Traditions Exhibition Hall and the Intangible Heritage Exhibition Hall. During the visit, they will enjoy an excerpt from a classic Nanjing-style opera show, The Peony Pavilion, with a young actor/singer performing and a band playing live. The museum will also provide the participants with the opportunity to experience traditional intangible heritage craftsmanship techniques such as lantern making, clay modeling, velvet flower making and Chinese opera face painting as well as traditional games such as pitch-pot, archery, diabolo.</p>

		 
	12:00 - 13:00	Lunch at Hanfu Restaurant
	13:30 -14:40	International Youth Forum on Creativity and Heritage Along the Silk Roads Opening Remarks from: <ul style="list-style-type: none"> • Mr. Long Xiang, Chair, Standing Committee, Nanjing Municipal People’s Congress • Ms. Marielza Oliveira, Representative and Director of UNESCO Beijing Cluster • Mr. Du Yue, Vice Chair, Chinese National Commission for UNESCO • Mr. Mehrdad Shabahang, Project Officer, UNESCO Silk Roads Online Platform Launch Ceremonies: <ul style="list-style-type: none"> • Nanjing as permanent venue of Belt and Road Forum on Literature • International database of contemporary Chinese writers and their works • Nanjing Literature Translation Sponsorship program
	14:40-15:00	Coffee Break
	14:50- 16:50	Talks on Literature: #1: “Innovation along the Silk Roads”, Mr. Nie Zhengning, Deputy Director of the Publishers Association of China #2: “Connection of Peoples along the Silk Roads”, Mr. Wu Hao, President of the Silk Roads Research Institute at the Beijing Foreign Studies University #3: “The Recurrence of “Untranslability” and “Culture Specificity” Factors in the Demain of Literary Translation”, Mr. Priyadarsi Mukherji, Professor, Jawaharial Nehru University, India.

		<p>#4: “The charm of Chinese culture and literature”, Mr.Dariusz Tomasz Lebioda, Professor at Kazimierz Wielki University</p> <p>#5: “Literature as a Bridge over the Belt-and-Road Cultures”, Mr. Liu Feng, Nanjing Cultural Ambassador</p> <p>#6: “Creativity and Heritage Along the Silk Roads”, Mr. Kavinien Karupudayyan, IYF Participant, Mauritius</p> <p>#7: “Youth and the Word”, Ms. Chandrica Barua, IYF Participant, India</p>
	16:50-17:00	Q&A and Closing
	18:00-20:00	<p>Dinner at Nanjing Da Pai Dang</p> <p>located at: Zifeng Plaza, Nanjing’s tallest building</p>
Sunday, 27 May 2018	All Day	Departure

Experience Changsha Media Arts Program

The “Experience Changsha Media Arts Program” was organized by the Publicity Department of CPC Changsha Municipal Committee in partnership with the Changsha Media Arts Center, the School of Design of the Hunan University and *News Broadcast* Changsha Media Group and hosted by the Municipality of Changsha. The Program was supported by the UNESCO Beijing Office, World Federation of UNESCO Clubs, Centers and Associations, the Chinese National Commission for UNESCO and the Publicity Department of CPC Hunan Provincial Committee. 8 participants (3 women/ 5 men) who were selected out of IYF2 participants took part in the “Experience Changsha Media Arts Program”. They visited the cultural heritage sites surrounding Hunan, launched the cultural innovation and designed work camp to promote cultural exchange and innovation through the Silk Roads.

The Program was aimed at providing young people with an exchange platform on cultural innovation work and world cultural heritage, boosting their interest and enthusiasm on different fields and mobilizing the participation of the global youth in the cultural and creative industry as well as in the world heritage protection. The Program offered to qualified young people an opportunity of deeply understanding Changsha media arts work and improving skills and knowledge within relevant disciplines such as virtual reality, digital media, visualization, digital music and artificial intelligence.

Duration of the Program

27th May- 15th June 2018 “Experience Changsha Media Arts Program”

15th June- 30th June 2018 Exhibition of youth-led achievements

Description of the Program

During the Program, 8 participants deepened their understanding of Changsha’s cultural and creative industries and Hunan’s intangible cultural heritage tradition. In addition, they had discussions with students and teachers from the School of Design of the Hunan University. They completed their creative proposals through discussing and designing together with local teachers and students. During the Program, participants explored diversified cultural traditions, ethnic arts in different forms and natural resources sites, including Zhang Jiajie, Hunan embroidery, pottery, bamboo art, Flower-Drum Opera, fishery, Miao embroidery and Brocade of Tujia Nationality.

Main Achievements

The 2018 “Experience Changsha Media Arts Program” achievement exhibition was on display at the School of Design of the Hunan University, from June 15th to June 30th 2018. In the process of completing proposed projects, participants adopted relevant techniques including virtual reality, digital media, visualization, digital music and artificial intelligence. The final achievements were concerning different fields such as art, documentary, art economy management, new media arts, music, and cultural heritage protection and creative arts.

Video for “Experience Changsha Media Arts Program”

<http://www.center4mediarts.com/html/823/20180629/1012.html>

For more information, please follow the official website of Changsha Media Arts Center

www.center4mediarts.com

Participants list

Jalil Ganbarov, Azerbaijan	Yuliya Ziankevich, Belarus	Mohammed Mohie, Egypt	Sara Elsharawy, Egypt	Geetha Wilson, India	Innocent Kumchedwa, Malawi	Abdellah El Bouchikhi, Morocco	Joseph Sichangwa, Zambia
							

Youth-led projects developed during the Program

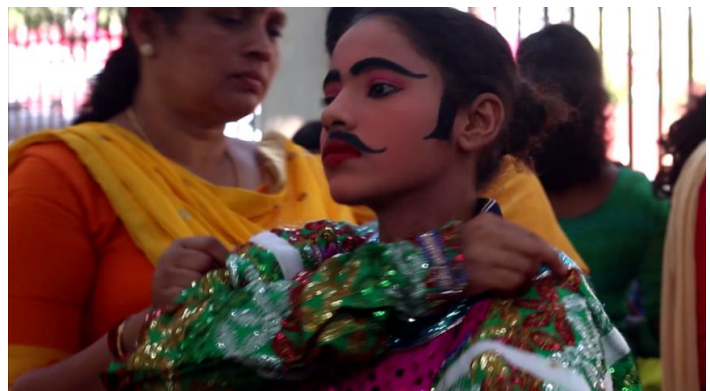
- Mr. Abdellah El Bouchikhi from Morocco

Actions to better protect and promote our cultural heritage along the Silk Roads



- Ms. Geetha K Wilson from India

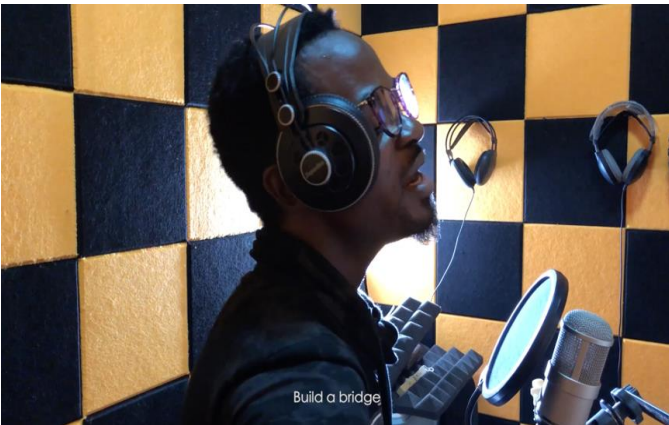
Folk Theater: A comparative study of Indian Chavittunatakam and Hunan Flower-drum Opera



- Mr. Innocent Kumchedwa from Malawi
Cultural Arts Utopia



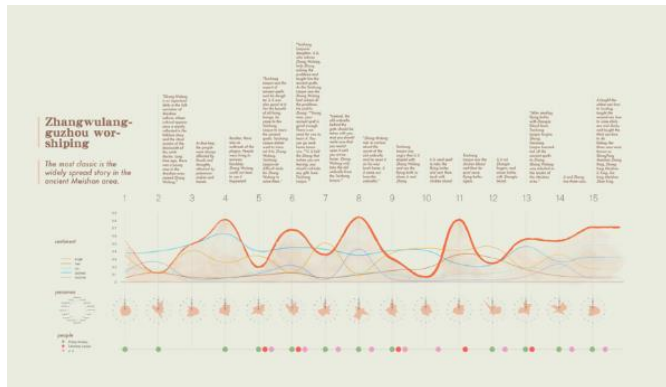
- Mr. Joseph Koams Pupe Sichangwa from Zambia
Music: Build a bridge



- Mr. Mohammed Mohie Elbardisy Abdelrahman from Egypt
Heritage Explorer: Restoration of Historical Buildings Using New Technologies



- Ms. Sara Elsharaway from Egypt
Shaping stories from archive of intangible cultural heritage



- Ms. Yuliya ziankevich from Belarus
World heritage craftsmanship

