



World Heritage Media/Communication Training Workshop *Passing the Culture Message*

8-13 December 2013, Weimar, Germany

Call for participants

Dear friends and colleagues,

We are pleased to announce the first *World Heritage Media/Communication Training Workshop: Passing the Culture Message* for young people. We welcome the participation of all young people from European youth organizations, schools and institutions who have already participated in World Heritage Education Programme activities, such as *World Heritage Volunteers* and the *World Heritage Youth Forums*. The workshop will be held from 8 to 13 December 2013 in Weimar, Germany.

The training workshop is organized by UNESCO World Heritage Centre in close cooperation with Open Houses Germany, in collaboration with UNESCO's Division of Freedom of Expression and Media Development and Klassik Stiftung Weimar, with the support of the Federal Foreign Office of Germany and Panasonic.

The main aim is to promote the capacity building of youth and their organizations through providing specific skills that they can apply to their activities related to World Heritage. It will also bolster networks among young people involved in heritage preservation and outreach.

The objectives of the Media/Communication Training Workshop are:

- To provide a platform for exchange and networking among youth volunteers and young people involved in UNESCO World Heritage Education Programme in the region;
- To contribute to capacity building of young people through skills training in the field of media and communications;
- To promote the importance of communication as an essential element of World Heritage Volunteers and forum activities and ways in which heritage values can be transmitted through well-communicated projects;

- To introduce crucial educational tools for successful communication, present ways to deliver messages effectively and share knowledge of media work in practice.

We encourage young people whose profile fit the criteria below to apply.

To apply, participants must be:

- At least 18 years old and fluent in English;
- Actively involved in World Heritage related projects in their school, organization or country, currently or in the past, and have experience in youth project conception and implementation;
- Be working on or planning a World Heritage project, or have a past project as an example;
- Be willing to create and implement a World Heritage Communication campaign for their project(s);
- Have the possibility to involve other young people in their project activities and promote their project in their local communities, and share results afterward.

To apply, please fill in the Application Form available at: <http://whc.unesco.org/en/events/1093/> by midnight 27 October 2013.

Selected participants shall be informed directly.

The organizer shall cover the following: participants' international transport by plane (from the main/closest airport to Berlin or Frankfurt) or by train (from main train station of your country to Berlin/Frankfurt/Weimar train station); transport to Weimar, as well as food and accommodation from 8 Dec (dinner) to 13 Dec (breakfast). All other costs will need to be covered by participants individually, i.e. transport from your residence to the airport.

Once selected, participants will be expected to:

- Review the workshop handouts which will be sent to them in advance;
- Prepare and present a description of their project/activity related to World Heritage (which they have organized in the past or will hold in the future) that includes a communication element;
- Inform organizers whether they will be able to bring their own equipment (e.g. video cameras, laptops etc.);
- Participate in the cultural event of the workshop by bringing souvenirs for participants from their country.

A UNESCO certificate will be awarded to participants who have successfully completed the workshop.

We look forward to receiving your application forms and remain at your disposal for any further information you may need.

Carméla Quin
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Focal Point for World Heritage Education