



WORLD HERITAGE VOLUNTEERS PROJECT CYCLE PRACTICES



One of the outcomes of the World Heritage Volunteers Evaluation and Planning Meeting held in Saint-Ours-les-Roches, Clermont-Ferrand from 6 to 9 March 2012 is an illustration of a WHV Project Cycle.

In an effort to build a standard WHV project cycle, this document provides a checklist of actions which organisations could use as reference. It defines what can be done before, during and after the WHV projects including setting priority actions.

The WHV Project management cycle practices are herein classified into three categories:

Minimum Standards, which are considered the basic practises of organisations carrying out a normal WHV project.

Quality Improvements, which are highly recommended to ensure reliable projects.

Best Practices, which are optional, and contribute to promote high standards for the WHV project.



Minimum Standardts



Quality Improvements



Best Practices



Education and Culture DG

'Youth in Action' Programme

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WHV - Historic Centre of Saint Petersburg and Related Groups of Monuments, Russia / Mir Tesen (July 2012)

BEFORE

MS Minimum Standards

QI Quality Improvements

BP Best Practices

Programme Building

- MS** **When considering applying for a WHV project, visit locations and check the conditions**
Check accessibility, circumstances, safety, facilities availability, accommodation, transportation possibilities, water supplies, access to free time activities, hospital, clinics, doctors, post office, market etc.
- MS** **Set up the budget**
Make a provisional budget filling it in with information you have from your research on costs of supplies, materials, staff, and allocation of costs. Ask yourself “How are we going to raise the funds and how are we going to spend them?”
- MS** **Define the activities**
Setting up goals and objectives, and a working plan indicating times and volunteers responsible to achieve them. Define the tasks and jobs for the volunteers with the site managers.
- QI** **Use a logical framework to identify stakeholders and build the programme of the project**
You can use a SWOT (Strengths, Weaknesses, Opportunities and Threats) or a Problem Tree.
- QI** **Plan materials, tools and supplies**
Considering that you receive some material from CCIVS (including WHV t-shirt and a banner to print).
- QI** **Realise a preliminary base line study**
Compile info and documents on the site, establish the needs of the community, site managers etc.
- QI** **Review evaluations of former volunteers**
- QI** **Find accommodation for volunteers with the local community**

BEFORE

MS Minimum Standards

QI Quality Improvements

BP Best Practices

Safety and Travel

MS Define security standards

Assess whether it is safe and secure for volunteers to perform the arranged tasks.

Keep in mind that volunteer work has to be limited to secure and simple tasks.

Evaluate the security for the volunteers in the area of the project.

Prepare the medical guides for volunteers according to the necessities for the each country (e.g. advise on necessary vaccination) and ask volunteers to bring the health certificate from their doctor with them.

QI Check visa requirements for participants

QI Volunteers' insurance

Ensure that all participating volunteers are covered by a comprehensive health, accident and if possible third-part liability.

QI Organisations' insurance

BP Create a standard WHV Security Response Plan

A general guideline for security (mention clearly what organisations would be responsible for) with clear tasks described and defined.

Recruitment and Training

MS Recruit volunteers

Set up a project description, exchange it with your partner organisations, answer application requests.

MS Recruit camp leaders

Set up a project description, job profile, requirements, send a call for camp leaders along with requirements of the profile, and information on the selection and decision process.

MS Inform camp leaders on the WHV project

You can use WHC material to inform them about the project's history, objectives etc.

QI Ensure a training for camp leaders

QI Create camp leading duos

For example a local camp leader with a non local camp leader / An inexperienced camp leader with an experienced camp leader.

BP Organise a meeting between camp leaders and site managers, local partners and stakeholders

To ensure that camp leaders are aware of the project's objectives, specificities of the site, the work to be done etc.

BEFORE

MS Minimum Standards

QI Quality Improvements

BP Best Practices

Promotion and Sustainability

- MS Send info-sheets about the project to participants**
Prepare documents with accurate information for the participating volunteers: information about the workcamp, the history, goals and aims of the project, the work to be performed, what to bring, how to get there, information about the country and the area, weather, cultural habits, participation fees, possible free time activities, insurance etc.
- MS Promote the project**
Use promotional material issued by UNESCO and CCIVS, but also create your own promotional material to promote the project at the local, national and international level and to recruit participants.
- QI Prepare a presentation on the WHV project for participants, local community, stakeholders**
Material issued from UNESCO and CCIVS can be used.
- QI Present the project, your organisation, and UNESCO and CCIVS to the local community**
To involve them in the preparation, organisation and promotion of the project.
- BP Prepare a fund-raising plan**
To ensure that you will be able to cover engaged costs to run the workcamp in good conditions.
- BP Prepare promotional documents for the media**
Write press releases in advance and create a press release schedule.
- BP Organise a press conference**

Institutional Integration

- MS Apply for needed permits or authorisations**
Compile documents needed, contact authorities to check what kinds of permits are necessary to work in the heritage site. Please allow yourself enough time to receive authorisations on time before the volunteers arrive.
- MS Apply as a World Heritage Volunteers project**
Submit the application and documents needed to UNESCO and CCIVS.
- MS Identify and contact stakeholders and partners**
Schools, UNESCO National Commissions, site managers, local authorities, volunteers, leaders. Use media materials (videos, reports etc.) to approach and contact stakeholders.
- QI Promote your project**
- BP Sign needed agreements and contracts with partners**



WHV - Fort Jesus, Mombasa, Kenya / GVDA (August 2012)

DURING

MS Minimum Standards

QI Quality Improvements

BP Best Practices

Arrival and Launch

- MS** Receive and welcome volunteers on arrival
- MS** Plan one day rest for volunteers on their arrival, because of the travel
- MS** Organise an orientation workshop about what volunteers will be doing during their stay
- MS** Explain clearly safety instructions related to work
- MS** Define workcamp rules with the camp leaders and the participants
Create the rules of living together, kitchen and cleaning teams etc.
- MS** Plan group activities for non-working hours
- MS** Organise a short presentation about the activities volunteers are supposed to have in the camp
- QI** Organise a welcome ceremony with local partners and the press
- QI** Distribute a welcome info-pack
With the workcamp infosheet, a map, a participants list, a t-shirt, a group banner etc.

DURING

MS Minimum Standards

QI Quality Improvements

BP Best Practices

Intercultural Activities

- MS** Plan activities to encourage intercultural exchange between participants
- QI** Organise a welcome party and farewell party
- QI** Invite heritage experts to your workshops
- BP** Organise a common action with other workcamps, e.g. “Patrimonito visits us”

World Heritage Education Activities

- MS** Give a presentation on the WHV project
- BP** Organise workshops on the UNESCO World Heritage Convention (involve volunteers and communities)
- BP** Plan a cartoon night with ‘Patrimonito’s World Heritage Adventures’
Patrimonito’s cartoons are available on UNESCO WHC website (whc.unesco.org/en/patrimonito/).

Community Interaction

- MS** Involve local community (young people, elderly) in the project (e.g. site visits, local meals)
- QI** Organise an ‘Open day’ on the work site open for press, local authorities, and local community
To promote the project on a local and national level.
- QI** Organise free time for excursions, study visits or leisure time between volunteers and the local community

Documentation

- MS** Keep a workcamp diary, take pictures and film activities on the workcamp
Focus on three thematics: the site, the volunteers, and the activities.
- QI** Ask volunteers to support with media publicity (e.g. writing articles, shooting videos)

DURING

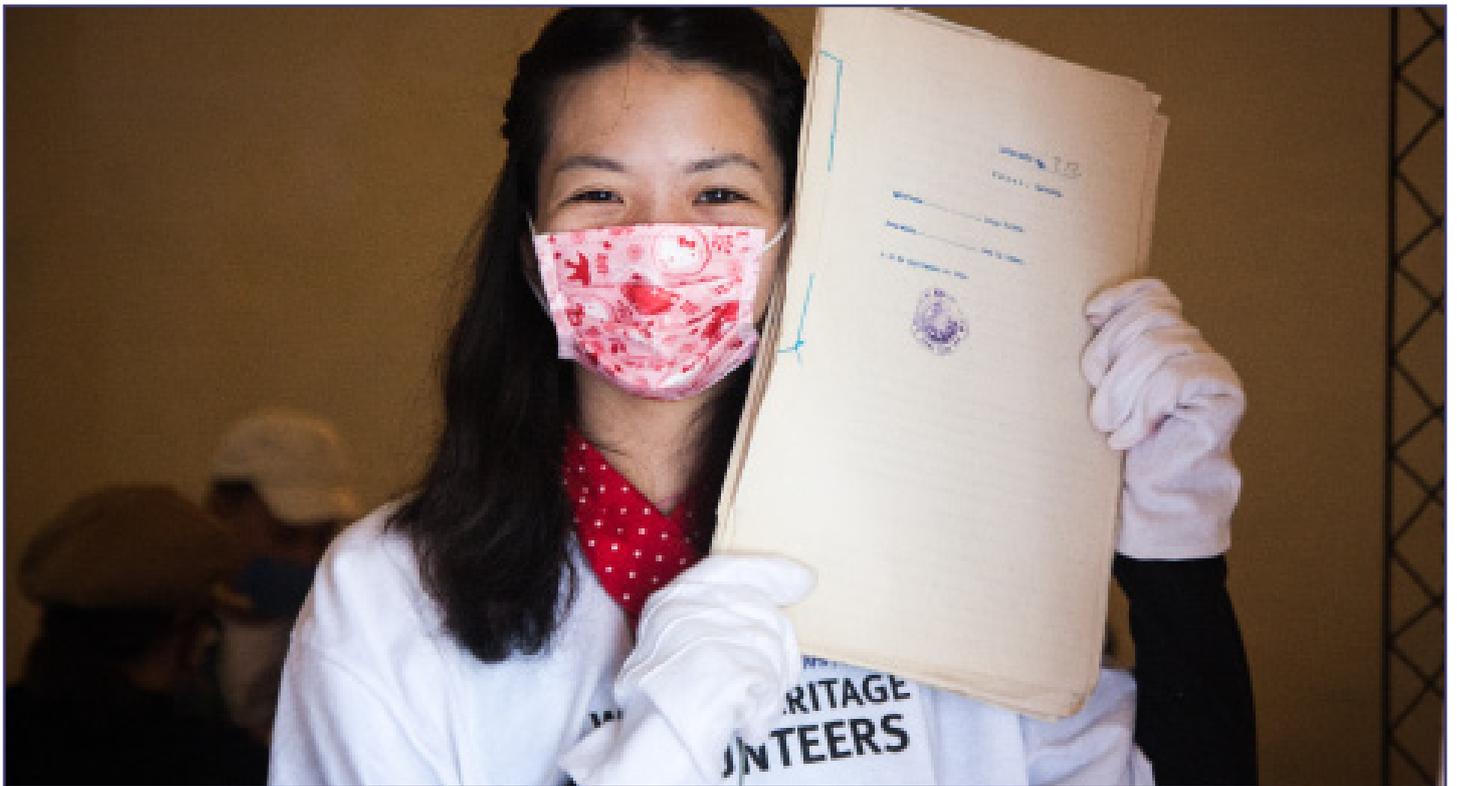
MS Minimum Standards

QI Quality Improvements

BP Best Practices

Monitoring and Evaluation

- MS** Hold a middle and a final evaluation and reflection time with volunteers
- MS** Follow-up and monitor the process of the project from the office
- MS** Prepare daily budget management by camp leaders and volunteers
- BP** Involve site managers, stakeholders, donours to the project
Invite them to visit the site, meet the volunteers, participate to some working activities etc.



WHV – Earliest 16th-Century Monasteries on the Slopes of Popocatepetl, Atlatlahucan, Mexico / VIMEX (August 2012)

AFTER

MS Minimum Standards

QI Quality Improvements

BP Best Practices

Partnership and Public Relations

- MS** Send thank-you letters to local and national partners, stakeholders and donors
Include media materials such as pictures or videos of the workcamp.
- QI** Send thank-you letters to the volunteers and camp leaders
- BP** Issue certificates for volunteers
- BP** Encourage volunteers to participate in other volunteering projects
Keep in touch with them, inform them about the project's results and your organisation's activities.
- BP** Issue activity reports and send them to:
Local community and authorities, donors, UNESCO Commission, local/national media.
Activity reports will help you to value your project and maintain relations with stakeholders, with the objective of ensuring the sustainability of your project in the future.
- BP** Keep contacts with site managers about the impact of the WHV project on the site, as well as possible sustainability of the project on that site

AFTER

MS Minimum Standards

QI Quality Improvements

BP Best Practices

Documentation and Media Reporting

- MS** Collect all the photos just after the camp, and send them to UNESCO and CCIVS
- QI** Collect and edit videos and other materials (e.g. Patrimonito dance video project), and send them to UNESCO and CCIVS
This material will be used to promote the WHV project.
- BP** Write and distribute articles to show the benefits of the project
- BP** Create a press clipping
Collect all the press articles/photos/videos about the workcamp, and send the compilation to UNESCO and CCIVS.

Evaluation

- MS** Receive feedback from volunteers, camp leaders and local community
Feedback should include quantitative and qualitative data.
This feedback is important to evaluate the success of the workcamp and ensure the quality of your project.
- MS** Conduct an internal evaluation about the viability and sustainability of the project
- MS** Send complete evaluation to UNESCO and CCIVS on time
This should include: evaluation report and financial report including quantitative and qualitative data about the workcamp. This material will be used to promote the WHV project.
- QI** Receive feedback from partners and organise working groups to improve the project
- QI** Take part in the WHV Strategic Planning and Evaluation meeting
- BP** Organise a WHV Evaluation meeting with camp leaders, local partners and stakeholders

Follow-up

- QI** Ensure a follow-up and regular communication with previous volunteers, hosts, supporters and leaders
- QI** Build a strategy to sustain the project and plan follow-up procedures
- BP** Publish and send out newsletters to inform about the activities of the site and the project, and promote other future activities
- BP** Keep the long term relations with the local community
Organise open days, informative events etc.

World Heritage Centre

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