



WORLD HERITAGE 2002
Shared Legacy, Common Responsibility

Associated Workshops
Italy
13 - 15 November 2002

MOBILIZING YOUNG PEOPLE FOR WORLD HERITAGE

TREVISO

CONCLUSIONS OF THE INTERNATIONAL WORKSHOP

Hosted by the City of Treviso and Gruppo Alcuni
Organized by UNESCO's World Heritage Centre and Associated Schools Project Network
With the support of NORAD

INTRODUCTION

In connection with the 30th Anniversary of the adoption of the World Heritage Convention, the UNESCO World Heritage Centre and the Associated Schools Project Network (ASPnet) organized with Gruppo Alcini (Italy), a communication group specialized in animated cartoons, the 4th International World Heritage Education Workshop on “Mobilizing Youth for World Heritage”. Organized with the support of the Norwegian Agency for Development and Co-operation (NORAD), the workshop took place in Treviso, Italy, from 12 to 15 November 2002

The workshop was held in plenary sessions and working groups. Twenty one participants from twelve countries took part in the workshop.

OBJECTIVES OF THE WORKSHOP

- Share information and experience in promoting World Heritage Education
- Examine effective means to mobilize young people in the promotion and preservation of World Heritage
- Learn about basic techniques of animated cartoon production and the use of this media in sensitizing young people to the importance of safeguarding World Heritage

SUMMARY OF THE RESULTS OF THE WORKSHOP

1) Educators and students shared their recent experiences in World Heritage Education (WHE)

Participants agreed upon the vital importance of including WHE in classroom teaching and in the curricula for the following reasons:

- WHE enables young people to take pride in themselves, in their country and in their culture, it helps to reaffirm their identity as well as to learn about other cultures, ways of life, similarities and to respect cultural diversity;
- WHE permits young people to learn more about the achievements of humankind throughout the ages, as well as about significant periods in history;
- WHE implies the protection and promotion of local, national, regional and World Heritage;
- World Heritage is a concern shared by all peoples and countries and to learn about it means learning about solidarity and co-operation at all levels.

However, participants also felt that it is still difficult to include WHE in classroom teaching due to already very demanding official curricula.

2) Proposals for effective means to mobilize young people in the promotion and preservation of WH

- **Organize teacher training**
 - i) Distribute the UNESCO WHE kit to teacher-training institutions and involve them in WHE;
 - ii) Organize high-level teacher-training courses with teacher trainers, curriculum developers and World Heritage specialists.
- **Reach Ministers of Education**
 - i) UNESCO should send a copy of the revised second edition of the World Heritage Education Kit to all Ministers of Education with an accompanying letter drawing attention to Article 27 of the Convention (underlining the need for education and information programmes);

ii) Ensure the inclusion of WHE in the agendas of regional Conferences of Ministers such as the one planned by the Council of Europe to be held in Greece in November 2003.

- **Produce new multi-media WHE resource material on specific World Heritage sites**

Guidelines were proposed for the production of a CD-ROM as a new multi-media World Heritage Education resource material. The content of the material to be prepared on each site should include:

- Short cartoon as part of "Patrimonito World Heritage Adventures" series indicating the location of the site, the reasons for its inscription on the World Heritage List, threats facing the site and actions that young people can take;
- Brief professional video of site showing its importance and unique features;
- Practical guidelines for teachers including: information about the site, its history and its values; elements of intangible heritage; threats facing the site; and preservation actions to be taken.

Each section should be presented in an interactive way, with a multi-disciplinary approach. Classroom activities with emphasis on participatory and creative methods of learning, as well as out-of-school activities including visits to nearby heritage sites, role-play activities, festivals, round-table discussions, games, should be organized. Illustrations, photographs, drawings, bibliographies, student art work, etc are also recommended.

Prior to the international diffusion of the CD ROM by UNESCO, the completed material should be validated by educators and World Heritage specialists and experimented in selected ASPnet schools.

The following proposals were also brought forward by the students:

- Produce a young people's version of the World Heritage Convention with illustrations
- Organize a World Heritage Youth Summit
- Have more international Patrimonitos encounters that involve parents, government officials and experts
- Launch a Patrimonito campaign and Patrimonito clubs with skills-development activities
- Use the media to raise awareness about World Heritage Education
- Set up World Heritage library corners
- Advertise World Heritage preservation on food and beverage items wrapped in environmentally friendly packages
- Use sport events to promote World Heritage
- Create more promotional material with the Patrimonito logo

3) Use of animated cartoons in sensitizing young people to the importance of safeguarding World Heritage

- **Production of a new cartoon series "Patrimonito's World Heritage Adventures" and a poster**

The workshop explored the production of cartoons and their use as a communication media for the young. This year, following a storyboard competition organized by UNESCO, the first episode of the future series "Patrimonito's World Heritage Adventures" was produced, based on the storyboard of one of the participants, Ruben Carlos Borrajo del Toro, a 14 year-old from Cuba. To introduce the series, a trailer was also produced.

UNESCO emphasized its long standing co-operation with Gruppo Alcuni, and stressed the role of cartoons as a most powerful means to transmit important messages to children, young and adults. Visual and virtual communication is a major feature of the 21st-century society. The production of a new cartoon series entitled "Patrimonito's World Heritage Adventures" would enable young people to learn more about the value of World Heritage sites, their contribution to our universal civilisation, the intangible heritage which surrounds them, as well as about the threats facing World Heritage sites and what young people can do to help save them.

During the discussion all participants, both educators and students, agreed that cartoons can serve as a powerful tool in mobilizing young people in support of World Heritage in the classroom as well as through television thereby also reaching the general public. They all agreed that cartoons can be very useful because:

- * they can transmit important messages;
- * are easy to understand;
- * represent a universal language and do not need words;
- * all young people can identify with Patrimonito;
- * they are flexible and are unlimited in what they can convey;
- * they are enjoyable and entertaining;
- * they are for everyone - young children, adolescents, parents, and adults;
- * they can mobilize young people, who are the future decision makers, to take concrete action in favour of World Heritage; and
- * they can involve young people in making story boards for future cartoons which can be a very meaningful learning process.

During a hands-on session with the students, a "by the young for the young" poster was designed, that prompts students to become Patrimonitos themselves, and introduces the Patrimonito's World Heritage Adventures series. The poster will be produced by UNESCO and distributed to over 7000 ASPnet schools around the world.

Finalization of workshop outputs

The workshop noted with satisfaction the positive effect of international student encounters and underlined their potential.

A final report on the sessions, panel presentations and discussions will be produced.
