

The UNESCO 2012 Youth Summit



The Maritime Greenwich World Heritage Site is proud to host the UNESCO Youth Summit on the 27th, 28th and 29th of June 2012. Summer 2012 will be an unprecedented moment in the history of Maritime Greenwich when the site will host the equestrian events as part of the 2012 Olympic Games. This will be an incredible opportunity to welcome people from across the world and to celebrate the unique beauty and importance of the World Heritage Site, the collections and diverse cultural industries based here. 2012 also marks the 40th anniversary of the World Heritage Site convention - the *Convention Concerning the Protection of the World Cultural and Natural Heritage*, adopted by the UNESCO General Conference on 16 November 1972.

The Maritime Greenwich World Heritage Site has a learning group which is made up of diverse partners in and around the Site. The partners include: English Heritage, Greenwich Education Business Partnership, Greenwich Family Learning Literacy and Numeracy Network, Greenwich Heritage Centre, University of Greenwich, Greenwich Dance, Old Royal Naval College, Ravensbourne, British Music Experience at the O2, Royal Museums Greenwich (the National Maritime Museum, Queen's House and the Royal Observatory), Royal Parks, Stephen Lawrence Gallery and Trinity Laban.

The theme of the 2012 UNESCO Youth Summit is: **World Heritage and Identity**. Understanding world heritage can help us become aware of our own roots, and of our cultural and social identity. This theme looks at issues such as cultural identity in a globalising world and at World Heritage sites as foundations of identity. Through the study of personal, national and global identities relating to heritage, a greater understanding of world culture can arise.

Youth Summit Aims

The aims of the conference are for youth delegates to:

- Gain knowledge and understanding about their World Heritage Sites
- Become champions for World Heritage
- Learn new skills especially in relation to new media and digital technologies
- Learn about careers in the heritage and creative industries

We have offered each World Heritage Site five places for young people and two places for adults. The response was overwhelming; all 120 available places have now been booked and we will have sixteen World Heritage Sites represented at the Youth Summit. The young people taking part are aged between 13 and 17 years old and will come from World Heritage Sites including:

- Jurassic Coast - Devon
- Heart of Neolithic Orkney - Orkney Islands
- St George and its fortifications - Bermuda
- Tower of London - London
- Giant's Causeway Coast - Northern Ireland
- Liverpool Maritime Mercantile city - Liverpool
- Saltaire – Saltaire near Bradford

Digital Scrapbook Competition

The young people are being selected to participate through a nationwide competition organised by the Maritime Greenwich World Heritage Site.



Young people have been invited to submit entries to their local World Heritage Site that respond to the question, 'Who are we and what does our World Heritage Site mean to us?'

The competition's aim is to find the most enthusiastic and creative young people to represent their nominated World Heritage site. Entries must take a digital format; this could be a Flickr site of photographs, a Facebook fan page or even a website. Each Youth Delegation will showcase their winning entry to the other attendees at the Summit. Hundreds of young people are taking part in the competition which closes on 30th March 2012.

Accommodation



We have booked the University of Greenwich student accommodation at Cutty Sark Halls. The accommodation has the unique benefit of being located within the Maritime Greenwich World Heritage Site and each delegate will have their own en-suite bedroom and communal spaces.

Travel

Delegates will also be provided with a Thames Clipper boat travel card, thanks to our Official Transport Partner Thames Clipper, so that they can explore London's other incredible attractions, especially in the lead up to the Olympics, if they so wish.

What's happening at the Youth Summit?

27th June – 1:30pm start to allow time for delegates to settle into their accommodation. The day will include keynote speeches in the Old Royal Naval College's spectacular Painted Hall, icebreaker activities on the lawns, an exploration of the Maritime Greenwich World Heritage Site and a conference dinner in the beautiful surroundings of the Old Royal Naval College.



28th June – Full day of activities starting with a river boat trip along the Thames including a talk about the river's history, a visit to Ravensbourne to create digital films about World Heritage in a TV studio and a digital treasure hunt exploring the Maritime Greenwich World Heritage Site using a mobile phone application developed by young people of Greenwich. The application examines the 'hidden histories' of Greenwich; people who have contributed to the borough. The evening will include the opportunity to attend the Making Waves dance event at the National Maritime Museum and to use their free evening to explore London using their Thames Clipper travel card.

29th June – A mini careers fair in the morning at the Stephen Lawrence Building within the University of Greenwich. The fair will showcase the employment and education opportunities available within a World Heritage Site for both heritage and creative careers. The films created by the Youth Delegates will also be shared followed by closing speeches. 1pm finish time to allow for delegates to travel home.



Outcomes

An exhibition about the UNESCO 2012 Youth Summit will take place in the Discover Greenwich exhibition space from 16th July to 29th August 2012. It will feature work produced by the Youth Delegates during the Summit and we expect large numbers to attend and the exhibition will promote the values of world heritage to the influx of international visitors we expect to attend due to the Olympic Games taking place in Greenwich during this time.

The three minute films created by the Youth Delegates about their World Heritage Sites will be showcased on the BBC Big Screens across Olympic sites during the Olympic Games so we expect large numbers to view them.

The dedicated UNESCO 2012 Youth Summit website will become an evaluation portal post-Youth Summit. Visitors will be able to access an evaluation report, view an evaluation film, read feedback from participants and examine photographs. We aim for this to become an example of best practice which can be used by other World Heritage Sites when working with young people and planning events.

As a legacy, this project has raised the profile of the work of the Maritime Greenwich WHS Learning Group, which includes both heritage and cultural learning providers. The Group is now fulfilling the function of a bridge organisation as mentioned in the Henley report on Cultural Education in England, by enabling local young people, (as well as schools, teachers and parents) to access the wide variety of cultural learning experiences on offer in Greenwich.

For more details about the Youth Summit, please visit www.youthsummit2012.com and follow us by searching **2012 Youth Summit** on Facebook and Twitter.

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