The States Parties to this Convention shall endeavour by all appropriate means, and in particular by educational and information programmes, to strengthen appreciation and respect by their peoples of the cultural and natural heritage.

Convention concerning the Protection of the World Cultural and Natural Heritage – Article 27

Through education, young people can find new ways to build commitment and strengthen action in favour of preserving our cultural and natural heritage, our tangible and intangible heritage, and our local and world heritage.

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Acknowledgements

World Heritage Fund for the continuous and ongoing support to the World Heritage Volunteers campaigns

International Workcamp Organization (IWO) for the complimentary design, production and sending of the World Heritage Volunteers promotional material from 2008 to 2010

Netherlands Fund-in-Trust (NfIT) for the support to the World Heritage Volunteers

All the organisations involved in the concrete implementation of the World Heritage Volunteers projects

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Foreword

While countries all over the world regularly acknowledge their youth as the leading force of the future, very few plan and invest in education that encompasses formal and non-formal learning processes, that stimulates intercultural dialogue and inter-generational cooperation. Even less care is given to providing actual spaces and building mechanisms for political involvement and decision-making giving youth an active role in the present.

From the onset, the World Heritage Volunteers projects have aimed to allow young volunteers to take the initiative. Every year, hundreds of young people show their willingness and commitment to the construction of new learning societies in countries and territories around the world. Their dedication and passion allow new levels of connection between peoples through their common efforts, while reinforcing the promotion and preservation of World Heritage sites.

Relying almost exclusively on the efforts of young volunteers and local communities, the World Heritage Volunteers projects have brought together in 2010 more than double the number of individuals, organizations and countries than in the previous years. Led by the example of youth and community commitment, many institutional and private partners are now joining the volunteers in becoming role models to the construction of new learning societies in countries and territories around the world. Their dedication and passion allow new levels of connection between peoples through their common efforts, while reinforcing the promotion and preservation of World Heritage sites.

Field actions and educational activities carried out by the World Heritage Volunteers projects in 2010 represented a turning point in the way local and international young people accept, with the privilege of living and experiencing the beauty of World Heritage sites, the responsibility of taking care of their preservation and valorization.

The construction of a worldwide network of organizations and individuals committed to voluntarily dedicate their time, energies and expertise to World Heritage promotion and preservation, “beyond territories and boundaries”, required a complex coordination that growingly takes advantage and capitalizes on the innovative ideas and initiatives coming from, and put into action by, young volunteers from all over the world.

A strong multiplying effect generated by the first years of campaigning added in 2010 yet new partnerships bringing their contribution to the variety and potential of the organizations and individuals involved from the very beginning, which still constitute today the core group of the World Heritage Volunteers.

The crucial role of the UNESCO World Heritage Centre and the Co-ordinating Committee for International Voluntary Service aimed at guaranteeing the necessary continuity of the programme, investing in the planning and follow-up of the activities and identifying strategies and concrete tools to be used by young people for raising the visibility of youth programmes supporting World Heritage protection, and increasing the accessibility and involvement of young people in such programmes.

Often described as “invisible heroes”, young volunteers are today increasingly recognized as actors taking the lead in World Heritage protection and conservation. Looking forward to the celebrations of the 40th anniversary of the World Heritage Convention in 2012, the World Heritage Volunteers campaigns ensure further visibility of the international voluntary service movement and recognition of young volunteers as active ambassadors of intercultural dialogue, while at the same time underlining the crucial role of World Heritage sites as catalyst to drive local and international development dynamics.

Highlighting their contribution also aims at further developing cross-cutting policies and partnerships to ensure the participation of young people in protection and conservation of Heritage, as well as the right of young people to participate in cultural life of their communities.

Jinsu Yom
CCIVS President
In 2007, as a response to the growing interest of young people to undertake concrete actions and to play an active role in the promotion and preservation of World Heritage, the WHC and CCIVS initiated the World Heritage Volunteers projects (WHV) within the framework of the World Heritage Education Programme.

Officially launched in 2008 for a two-year pilot phase, the World Heritage Volunteers projects become a flagship initiative in 2010.

**Objectives**
- **Raise awareness** and involvement of young people about the importance and necessity to protect and promote cultural and natural heritage in general and World Heritage related sites in particular.
- **Contribute** to the young volunteers' personal development and towards the improvement of local living standards on a sustainable long-term basis.
- **Stimulate** changes in the relations of the individuals and communities, contributing to a major shift in the mentalities toward a shared sense of ownership and stewardship of our cultural and natural heritage.
- **Encourage** dynamic dialogue between the different stakeholders towards creating synergies and partnerships between the youth organizations and site management, local and national authorities, local schools and heritage experts.
- **Demonstrate** the value of non formal education as an approach to disseminate the heritage values and expertise to a large public and to young people in particular.

**Background**

<table>
<thead>
<tr>
<th>Year</th>
<th>Concept</th>
<th>Pilot Phase</th>
<th>Flagship Initiative</th>
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<tr>
<td>2007</td>
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<td>153 volunteers</td>
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<tr>
<td>2010</td>
<td>20 projects</td>
<td>320 volunteers</td>
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**Frequently used World Heritage terms**

The *Convention concerning the Protection of the World Cultural and Natural Heritage*, an international agreement adopted by the General Conference of UNESCO in 1972, was enacted on the premise that certain places on Earth are of outstanding universal value and as such should form part of the common heritage of humankind.

The nations or *States Parties* that ratified the World Heritage Convention (187 as of June 2010) are united in a common mission to identify and safeguard our world’s most outstanding natural and cultural heritage.

The States Parties inscribe sites on their *Tentative Lists*, an inventory of properties considered of outstanding universal value which each State Party intends to consider for nomination. Nominations to the World Heritage List will not be considered unless the nominated property has already been included on the State Party’s Tentative List.

Today, 936 properties (725 cultural, 183 natural and 28 mixed sites) located in 153 countries have been inscribed on the World Heritage List. Inscription on the World Heritage List is only a first step towards safeguarding these sites for future generations. Management and preservation efforts are an ongoing process, which involves local communities as well as site managers and national authorities.

When the outstanding universal value of a site is threatened, the site is inscribed on the List of World Heritage in Danger (35 properties as of July 2011). It calls the world’s attention to sites endangered by natural conditions or human activity such as: armed conflict and war, earthquakes and other natural disasters, pollution, poaching or unplanned construction, and mobilizes international resources for emergency preservation measures.

The Global Strategy for a Representative, Balanced and Credible World Heritage List was launched in 1994 by the World Heritage Committee with a vision to broaden the definition of World Heritage beyond the narrow definitions of heritage goes and strives to recognize and protect sites that are outstanding demonstrations of human coexistence with the land as well as human interactions, cultural coexistence, spirituality and creative expression.

For more information:

The World Heritage Education Programme aims to heighten awareness of the importance of the World Heritage Convention among young people and to provide them with knowledge, skills and commitment in the World Heritage conservation. It unites educators, teachers, curriculum developers, heritage experts and others from the local to the international level. Through forums, trainings, skills-development courses and innovative educational materials, the Programme gives them a chance to voice their concerns, to become involved in finding sustainable solutions and to undertake actions to enhance the protection of the natural and cultural heritage.
The promotion of the projects to a large audience has been facilitated by the authorisation to carry the Patrimonito logo. Based on the UNESCO World Heritage emblem, which symbolizes the interdependence of culture (square) and nature (circle) as well as the concept of the World Heritage protection, the Patrimonito character was designed in 1995 at the First World Heritage Youth Forum and represents a young World Heritage guardian. Indeed, the youthful look of the logo aims to make the concept of World Heritage more accessible to young people and to encourage them to get involved in concrete heritage preservation actions.

**Patrimonito design**

The World Heritage Volunteers campaign in 2010 is jointly coordinated by the UNESCO World Heritage Centre and CCIVS from the selection to the evaluation phases, and implemented by the local youth organisations.

**Project Coordination**

The World Heritage Volunteers campaign in 2010 is jointly coordinated by the UNESCO World Heritage Centre and CCIVS from the selection to the evaluation phases, and implemented by the local youth organisations.

**UNESCO World Heritage Centre (WHC)**

The WHC is the focal point and co-ordinator within UNESCO for all matters related to World Heritage. It deals with issues related to World Heritage by encouraging countries to sign the World Heritage Convention and to ensure the protection of World Heritage sites and by providing technical or emergency assistance.

**Co-ordinating Committee for International Voluntary Service (CCIVS)**

CCIVS is a global coordinating body of more than 100 international voluntary service organisations all around the world. CCIVS is an NGO, which was founded 60 years ago with the help of UNESCO and is located in the UNESCO headquarters in Paris. CCIVS has the highest possible status with UNESCO (formal relations of association).

WHV integrates awareness raising campaigns with hands-on skills training on conservation and preservation techniques. Practical work is central – where time and attention are given to preparations for knowledge transmission. Through the project youth leaders act as facilitators and the youth volunteers are able to take control of their learning.
Focus on project selection

The selection is primarily based on the direct link with an inscribed or potential WH site and on the activities’ focus on World Heritage as main theme of the project.

The 2010 WHV campaign witnessed significant multiplication of projects. There were 28 projects carried out, more than double of the number of projects the previous year.

The geographical balance among the projects and the type of project are other criteria taken into account in the selection process. Over the three years of WHV projects, more regions have been represented in a more balanced way in order to emphasize the international dimension of World Heritage and thus to promote it at a broader scope. Geographical balance is not only inter-regional but also intra-regional as illustrated by 4 Eastern European and 6 Western European projects.

Lastly, the calls for project proposals are open to all the CCIVS organisations in order to diversify as well as to encourage long-term World Heritage preservation with respectively new and follow-up projects.

Among the eleven follow-up projects in 2010, seven were part of the first World Heritage Volunteers campaign.

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The organization of a project at the Chan Chan Archaeological Zone, the Peruvian site, inscribed on the World Heritage in Danger List, makes the WHV2010 more relevant to the UNESCO World Heritage Convention.

The WHV 2010 also includes a project run in the Old Town of Hebron, property included in the Inventory of Cultural and Natural Heritage Sites of potential outstanding universal value in Palestine.

Most of the projects took place at cultural sites. In 2010, as a contribution to the International Year of Biodiversity, ten projects carried out environmental activities such as plant nursery and tree planting at cultural sites. As such, half of the 2010 WHV projects linked cultural diversity and biological diversity and contributed to raise awareness on preserving both cultural and natural resources.

The year 2010 is the International Year of Biodiversity to which UNESCO is contributing through its multi-disciplinary actions. Biodiversity in natural sites designated as UNESCO World Heritage has been the focus of conservation and sustainable use studies where cultural diversity links to biological diversity have been explored. Education and awareness-raising on biodiversity conservation and its sustainable use are also pursued in the context of the Decade of Education for Sustainable Development.

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Among the eleven follow-up projects in 2010, seven were part of the first World Heritage Volunteers campaign.
World Heritage Volunteers 2010

**Africa**
- WHV – Mijikenda Kaya Forest, Kenya, KVDA
- WHV – Lake Malawi, Malawi, AYISE
- WHV – Aného-Glidji, Togo, Les Amis de la Terre
- WHV – Koutammakou, Togo, FAGAD
- WHV – Victoria Falls, Zambia, YAZ

**Latin America**
- WHV – Yecapixtla, Mexico, Nataté
- WHV – Tecpatán, Mexico, Nataté
- WHV – Morelia, Mexico, Vive Mexico
- WHV – Chan Chan, Peru, BVBP

**Arab States**
- WHV – Hebron, Palestinian Territories, IPYL

**Asia**
- WHV – Hampi, India, FSL
- WHV – Prambanan, Indonesia, Dejavato
- WHV – Borobudur, Indonesia, IWC
- WHV – Ginzan, Japan, NICE
- WHV – Jeju, Republic of Korea, IWO
- WHV – Ha Long, Vietnam, SJV

**Europe**
- WHV – Berat&Gjiokastra, Albania, Union REMPART
- WHV – Geghard, Armenia, HUJ
- WHV – Zvartnots, Armenia, HUJ
- WHV – Fort Liédot, France, SJ
- WHV – Saint-Emilion, France, Union REMPART
- WHV – Matera, Italy, Legambiente
- WHV – Paestum, Italy, Legambiente
- WHV – Riomaggiore, Italy, Legambiente
- WHV – Venice, Italy, Legambiente
- WHV – L’viv, Ukraine, Alternative-V
The Mijikenda Kaya Forests consist of 11 separate forest sites spread over some 200 km along the coast containing the remains of numerous fortified villages, known as kayas, of the Mijikenda people. The kayas, created as of the 16th century but abandoned by the 1940s, are now regarded as the abodes of ancestors and are revered as sacred sites and, as such, are maintained as by councils of elders.

As a direct consequence of the WHV-Mijikenda project, five local people were hired to follow up the reforestation and anti-poaching actions, implement appropriate tree planting, trees naming, weeding of invasive species and removing traps.

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Kenya

World Heritage Volunteers 2010 report
List of 2010 WHV Projects, Africa, Kenya
Located at the southern end of the great expanse of Lake Malawi, with its deep, clear waters and mountain backdrop, the national park is home to many hundreds of fish species, nearly all endemic. Its importance for the study of evolution is comparable to that of the finches of the Galapagos Islands.

Increasing awareness about the conservation of the Lake Malawi National Park and about World Heritage sites among the local community in the area of Mangochi, particularly the park guides was the main objective of this project. Three events were organised in the local villages. Through plays, talk shows and presentations, the volunteers conveyed the message about the benefits local and national communities can derive from the site. A better understanding about the World Heritage issues was achieved especially by the five volunteers from the local area, who were selected by AYISE’s partner Mangochi District Youth Office.

Another major outcome of the WHV Lake Malawi project is the development of useful practical skills by the volunteers. They learned basic painting techniques while renovating the walls of the accommodation facilities (ablution block, kitchen and dormitories) of the Lake Malawi National Park Environmental Education Centre.

A better understanding about the World Heritage issues was achieved especially by the five volunteers from the local area.

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Useful non-formal education: relaying information and basic painting skills
The local radio programme is an effective medium to make a call for local involvement.

In order to raise local awareness about the historic remains of Aného and Guin cultural traditions, the programme prepared by the volunteers was broadcast at the local radio Radio et Télévision Delta Sante. The environmental threats to the local heritage were presented, the radio listeners were invited to adopt a sustainable development orientated approach and to follow up reforestation actions. 350 *terminalia superba* trees were planted in the Sacred Forest, where the Sacred Stone ceremony takes place, voodoo priests and followers gather and the future royal palace of the Guin community will be built. Flyers were distributed in the Glidji village and the Aného city which introduced the concept of the World Heritage Volunteers projects and Togolese related issues. The volunteers also facilitated discussions with primary and secondary school pupils.

Birthplace of the Guin community, Aného is a town in southeastern Togo situated 45 km east of the capital Lomé, between the Atlantic Ocean and Lake Togo in Maritime Region. It was the first German capital of Togo in the 1880s. It gradually declined in importance after the capital was transferred to Lomé in 1897, a decline exacerbated by coastal erosion. The town's main industries are farming and fishing, while it is still a centre for voodoo.

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The programme prepared by the volunteers and broadcast at the local radio Radio et Télévision Delta Sante had the widest scope in terms of outreach the audience.
The WHV-Koutammakou project aimed to promote the Koutammakou site without damaging its authenticity and to inform Batammariba people about the possible ways to develop tourism activities in the area. The intercultural debates with the group of volunteers from different cultural backgrounds (France, Korea, Sweden and Togo) and the space for discussion on World Heritage helped to raise the awareness among 100 local students. At the same time, international and local volunteers carried out site maintenance activities, focusing on reforestation and its methods with 100 m² of new local plants. These plant species that constitute the building material needed for the rehabilitation of the Takienta houses were endangered. They were identified during the first WHV project in 2008. The strong local feature of the results involved the next generations of young people and are in line with the process towards a sustainable cultural tourism.

The space for discussion on World Heritage provided by the local communities in the schools developed the awareness-raising of 100 local children.
Quality versus quantity: focus on one to one awareness-raising talks

The very environmental nature of this first follow-up project defined the theoretical and practical activities that emphasized the conservation of the site. The 500 m wire fence was mended, 50 m drainage cleared, 15 sign posts painted on stones, 30 m bridge cleaned and 1 layer barricade was built on the upstream to avoid soil erosion and pollution. These actions contributed to the concrete improvement of accessing the falls. Volunteers representing 7 different nationalities including Zambians run one to one talks and discussions with the local community members and tourists on the issues, increased awareness about the importance to protect the Victoria Falls World Heritage site.

World Heritage Volunteers 2010 report

List of 2010 WHV Projets, Africa, Zambia

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One to one talks and discussions with the local community members and tourists increased awareness about the importance to protect the Victoria Falls World Heritage site.
The range of activities carried out by Nataté within the implementation of the WHV-Yecapixtla project went beyond the expected results in terms of awareness-raising about heritage. The cleaning activities on the outside walls of the church with the help of a professional restorer, the artistic and environmental workshops and the 2-day rally with 70 children organised in cooperation with the local association Talentos y Vida A.C, set a precedent in creating interest in voluntary service related to the protection of heritage among the local young people. Their participation in the setting up of the project also developed their responsibility while they visited interesting places in the area related to local history and traditions. The volunteers' involvement in the preparation of a local carnival contributed to establish the link between tangible and intangible heritage and thus increased the awareness about the importance to preserve both. An exhibition and a video production about the project showcased these results. The media coverage with newspapers articles and television/radio interviews attracted attention of the local communities, increased interaction with the international volunteers and convinced 4 other local authorities to host a WHV project in 2011.
Variety of educational methods: from drawing exhibition to medicinal plants workshop

During the project at the Convent of Santo Domingo Tecpatan, the drawing workshop and exhibition of paintings organized by volunteers for 30 children, helped to involve people and raise their awareness about heritage. The Secretariat of Environment led an excursion with a workshop about the local biodiversity and the use of local medicinal plants to make soaps and creams. These non-formal education approaches combined with the material and human support from local partners helped the volunteers to understand better the concept of diversity in its cultural and biological dimensions. For the participants and stakeholders of the WHV-Tecpatan project, the involvement of people with different religious interests was an important challenge, as well as overcoming the difficulties and recognizing project achievements.

WHV-Tecpatan

Introduction to the project:

Eight churches were built in the 16th century under the guidance of Dominican friars whose goal was to evangelize the Zoque people, a culture which was heir to one of the most ancient cultures in Mesoamerica.

The building project was originally of European design, but it soon acquired local features of Mexican Colonial art. The Convent of Santo Domingo Tecpatán is now the focal point of efforts to recover the use of the Zoque language.

The use of different non-formal education approaches [...] helped the volunteers better understand the concept of diversity in its cultural and biological dimensions.
Among the 3 Mexican projects of the World Heritage Volunteers 2010, the WHV-Morelia project was the only one to explicitly mention the anniversary celebration of the 200th Mexican independence in its objectives. Morelia is the city where the independence movement was born and has many monuments dating from the same historical period. The volunteers worked on the maintenance of some of them with the cleaning and painting restoration activities of ancient fountains and the buildings.

WHV-Morelia

Title: WHV-Morelia
Project start 2009

Date: 14/07/2010 – 30/07/2010

Site: Historic Centre of Morelia
World Heritage List - Cultural site (1991)

Number of Volunteers: 22

Location: Mexico

Organisation: Vive Mexico

Built in the 16th century, Morelia is an outstanding example of urban planning which combines the ideas of the Spanish Renaissance with the Mesoamerican experience. Well-adapted to the slopes of the hill site, its streets still follow the original layout. More than 200 historic buildings, all in the region’s characteristic pink stone, reflect the town’s architectural history, revealing a masterly and eclectic blend of the medieval spirit with Renaissance, Baroque and neoclassical elements.

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© CCIVS/Vive Mexico - Fernando Diaz
Securing and written words: plotting excavation elements

This special WHV project aimed to promote the cultural significance of the Archaeological Zone of Chan Chan through youth participation in restoration work and educational campaigns. The volunteers carried out practical conservation tasks such as cleaning the walls, making brick protection on the perimeter of the Palace and funeral platform areas. They also catalogued archaeological remains in a registry to facilitate the future excavation process. All these restoration activities were implemented in cooperation with Unidad Ejecutora 110 who provided the equipment and whose archaeologists, engineers and experts supervised the works.

The educational campaigns benefited from a strong support from the local social and cultural authorities, university and schools in Trujillo and Huanchaco and led to strengthening the resolve of over 20 youth clubs to support Chan Chan preservation. The volunteers helped to train local students from 5th to 3rd grades on the issue of Chan Chan preservation in order to engage them as permanent voluntary guardians of the archaeological site. WHV-Chan Chan received wide media coverage with national and local newspapers articles, radio and television programmes as well as universities website articles conveying to the wider public the need for sustainable preservation actions.

The volunteers [...] catalogued archaeological remains in a registry to facilitate the future excavation process.
Complete renovation via complementary educational methods: learning by doing

Through the project, pictures and objects dating from the period prior the last bombings of the Old City of Hebron have been archived providing useful documentation for the future museum and contributing to raising about the outstanding universal value. The international volunteers together with local students attended lectures about renovation at the Hebron Spanish Academy for Renovation. They concretely applied the acquired theoretical knowledge when they undertook the renovation of two future community centers under the supervision of local professional engineers. The joint efforts of national and local authorities and organisations, notably the Hebron Rehabilitation Committee, facilitated the implementation of the project in terms of security as well as electricity and water supplies but also the interactions between the local community and the international volunteers around the issue of World Heritage.

The international volunteers attended lectures about renovation [...] and concretely applied the acquired knowledge when they undertook the renovation of 2 future community centres under the supervision of local professional engineers.
The volunteers planted 60 coconut and 75 mango saplings in a plant nursery. Each of these saplings will be looked after by the local children until they will have grown enough. These types of plants were specifically chosen due to their indigenous feature and traditional use. The volunteers worked on a photo-reportage on solid waste management and on signage issues with an aim to illustrate the current problems in Hampi and Aneugundi and propose a list of actions for future conservation initiatives based on proven and documented examples. Several cultural activities were also organized such as a craft bazaar to promote local culture, food and craftsmanship, a public drawing exhibition resulting of a drawing competition held in 4 schools with 120 children, walks and street plays in order to raise awareness of heritage conservation and environment protection in 4 villages with an outreach of 60 children.
Following up the preservation action mainly concentrated on the Plaosan temple for the third year, the 2010 WHV-Prambanan project focused on an eco-friendly approach. Under the supervision of an archaeologist and a field coordinator, the cleaning activities around this temple and the planting of 100 trees along the way to enter the closest village facilitated two accesses: one from the walls to the stones and other temple parts gathered after the temple collapsed with the earthquake in 2006; and an access for the local people and the tourists to go to the temple compounds. The second activity dealt with facilitating intercultural exchanges to enhance the understanding of World Heritage and to create a sense of ownership towards cultural heritage through educational and cultural programmes involving local elementary school children. English classes and a batik fashion show were organized with the help and expertise of local governmental offices notably the Ministry of Tourism in Klaten Regency.

The cleaning activities and the planting of 100 baby trees along the way to enter the closest village facilitated access to the temple compound for local people and tourist.
Youth empowerment: training of young heritage guardians

Considered as a key factor in the local awareness-raising and taking into account the conflict of interests between preservation and tourism, the active involvement of young people was achieved with the second training of 36 new Young Guardians from 5 senior high schools, achieving bigger than expected number of participants. The training consisted of workshops about World Heritage resulting in 18 posters dealing on heritage preservation and promotion. A survey questionnaire were produced in addition to the dissemination of leaflets during a 3-day public awareness-raising campaign organised in 5 locations in Borobudur. As a result of this campaign, 5000 educational leaflets were handed out and 500 questionnaires filled in by the visitors who expressed their support in the preservation action. A sand stupa, a non-formal educative reflective method was used to make visitors realise the human impact on the temples’ erosion thereby convincing them not to climb or touch the stupas for photographic purposes. The Jakarta UNESCO Office and the Borobudur Conservation Office strongly supported the implementation of the project and provided advice to improve the leaflet and carry out an orientation seminar introducing the concept of the outstanding universal value of World Heritage sites and presenting the cultural and natural heritage in Central Java.

A sand stupa, a non-formal educative reflective method, was used to make visitors realise the human impact on the temples’ erosion.
The WHV-Ginzan conducted creative activities with a strong local impact feature to convey the message about the importance of the Ginzan Silver Mine Landscape as a cultural World Heritage site with an important natural component. Among the other activities, bamboo cutting and bamboo chips making, together with local universities students and representatives of the Shimane prefecture was organized. The awareness-raising activity focused on children with the preparation of music performances and making of a picture book with primary school children and teachers. The volunteers also joined the local community Chuunittuan festival where they made presentations related to World Heritage and handed out promotional leaflets.
Formal and informal protection commitment: presentations and finger prints

3 activities were organised in close cooperation with the community-based organisation Jeju Solidarity for Participatory Self-government and Environmental Preservation to encourage local and international heritage protection action. The volunteers coming from 8 countries organized a seminar and presented, to the audience of 70 local people, the results of a survey they conducted about World Heritage in Jeju. They also introduced the World Heritage sites located in their home countries. Local children were a specific target group and were invited to attend the World Heritage Education Day with cultural and sport programmes. A World Heritage conservation campaign was implemented at the Geomunoreum site, the Jeju city hall and Ido beach aiming to involve local people and tourists to leave their finger prints symbolizing the protection of trees and forests on the message-board.

A World Heritage conservation campaign involving local people and tourists to leave their finger prints symbolizing the protection of trees and forests on the message-board.
Relaying on the learning by experimenting approach, the volunteers of the WHV-Ha Long Bay project interviewed local people met on the Bai Chay beach and the Ha Long Bay Management staff in order to better understand the environmental situation. Complementary information was provided through internet researches to prepare the awareness-raising workshops and the Eco-boat tour with its hands-on programme (sea water tests, visit of fisher villages) initiated by Fauna & Flora International. The volunteers also participated in practical awareness-raising activities involving as far as possible the local community and the tourists such as 3 rubbish collection campaigns with beach attendants and holiday-makers, 1 cycling tour along the beaches with local senior high school students and 1 workshop with the youth union members. Some of these activities were not initially planned but the volunteers showed initiative and implemented them in lieu of activities that could not take place.

The volunteers of the WHV-Ha Long Bay project interviewed local people along the Bai Chay beach in order to better understand the environmental situation.
Due to last minute financial and political reasons, the volunteers of the bilateral WHV Berat & Gjiokastra project composed of French and Albanian volunteers did not work on the planned restoration of the historical house of Gjirokastra in cooperation with public heritage authorities. However, their exchanges with the local community via several visits of historic monuments and other activities in the Butrint region improved their architectural and cultural knowledge. Moreover, the special situation impacting the project implementation made also the volunteers realize the difficulties to lead concrete actions for heritage protection despite its importance.

The volunteers improved their architectural and cultural knowledge.
Small maintenance work step for volunteers, a giant conservation step for heritage

After implementing two WHV projects at the Monastery of Geghard and the Archaeological Site of Zvartnots with a support from the Ministry of Culture and the Armenian Apostolic Church, HUJ organised the same preservation activities. The activities at the site included setting information posters in Armenian language, cleaning the picnic area and the riverbank around both sites in particular, collecting the garbage and weeding as well as painting benches and lamps. The immediately visible improvement of the sites condition was not only appreciated at the local level by the Zvartnots Cathedral Ruins Museum staff and the Geghard Monastery members but inspired the volunteers to play the role of multipliers in their home countries in response to a better understanding of the World Heritage issues.

WHV-Geghard, WHV-Zvartnots

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Tradition and sustainability: handing down traditional masonry and stone cutting methods

Under the supervision of a professional mason, the restoration objective was realised by the volunteers. The Saint Martin de Mazerat church main entrance floor renovation required special Gironde tiles and the damaged corner Frontenac stones on the front walls based on specific stone cutting techniques. This traditional technique required minimum skills knowledge. The volunteers learned by doing, an approach was in line with the concept of sustainability related to the World Heritage issues. The volunteers participated in the preservation of a heritage site by applying the most appropriate methods that they have been able to re-use to undertake other restoration works. The various leisure activities with the local community such as guided tours in the region and hiking were organized and created intercultural exchanges and a stronger local sense of ownership towards a revitalized heritage.

The volunteers participated in the preservation of a heritage site by applying the most appropriate methods that they will be able to re-use to undertake other restoration works.

**WHV-Saint Emilion**

**Title:**
WHV- Saint Emilion

**Project start 2010**

**Date:**
02/08/2010 – 14/08/2010
18/08/2010 – 30/08/2010

**Site:**
Jurisdiction of Saint-Emilion
World Heritage List – Cultural site (1999)

**Number of Volunteers:**
15

**Location:**
France

**Organisation:**
REMPART

Viticulture was introduced to this fertile region of Aquitaine by the Romans, and intensified in the Middle Ages. The Saint-Emilion area benefited from its location on the pilgrimage route to Santiago de Compostela and many churches, monasteries and hospices were built there from the 11th century onwards. It is an exceptional landscape devoted entirely to wine-growing, with many fine historic monuments in its towns and villages.

The volunteers participated in the preservation of a heritage site by applying the most appropriate methods that they will be able to re-use to undertake other restoration works. The various leisure activities with the local community such as guided tours in the region and hiking were organized and created intercultural exchanges and a stronger local sense of ownership towards a revitalized heritage.
This WHV-Fort Liédot project at the Aix Island continued the restoration works, which started in 2008 and have been focused on the paths along the up walls whose quality was validated this year by national architecture experts. The volunteers cleaned the ground, removed the broken stones, rebuilt with the lime mortar method and put the barbicans back to facilitate the drainage while taking into consideration the sand and gravel layers. The volunteers took part in activities such as sailing, oysters fishing and music festival. At the time, debates between the international volunteers and the local community led to inter-cultural learning and exchanges directly to the World Heritage protection.
Even though adapted to the Mediterranean region ecosystem, the troglodyte feature of the rupestrian churches of Matera makes their access difficult, giving rise to a lack of local interest. The volunteers worked on the maintenance of a path, connecting the Sassi park main entrance and one of the churches through cleaning, weeding and fire prevention activities, and renovated the floor of this church. A plaster cast of the church pediment was made to facilitate future renovation work and exhibited together with a 5-meter-high and 4-meter-large photo reproduction of the church in different villages at the end of and after the project. The second part of the mobile photo exhibition compiled photos, illustrating the active involvement of international volunteers in Matera preservation, so as to call for a similar local commitment, encouraged by the media coverage (local television and newspapers).

A 5-meter-high and 4-meter-large photo reproduction of the church was exhibited in different villages at the end of and after the project.
The WHV-Paestum project aimed to work on preservation of the Greek temples and other remains located in the Cilento region. Even though the activities were not directly related to their renovation or any archaeological excavation but contributed to it. The volunteers were involved in weeding with eco-friendly methods outside of the surrounding walls of the archaeological site in order to prevent the stone erosion as well as to make the site more attractive. The fire prevention action in the pinewood close to the site was carried out to prevent stone erosion as the pine trees are used as a natural barrier against the silting-up of the site. The volunteers also took part in several cultural activities such as the opening of a drawing exhibition about disappearing landscapes in Europe and participated in the guided visit of the temples with a local architect. All these activities led to intercultural exchanges about World Heritage related issues.

**WHV-Paestum**

'Outside' activities and cultural insight: walls cleaning, pinewood maintenance and intercultural exchanges

The WHV-Paestum project aimed to work on preservation of the Greek temples and other remains located in the Cilento region. Even though the activities were not directly related to their renovation or any archaeological excavation but contributed to it. The volunteers were involved in weeding with eco-friendly methods outside of the surrounding walls of the archaeological site in order to prevent the stone erosion as well as to make the site more attractive. The fire prevention action in the pinewood close to the site was carried out to prevent stone erosion as the pine trees are used as a natural barrier against the silting-up of the site. The volunteers also took part in several cultural activities such as the opening of a drawing exhibition about disappearing landscapes in Europe and participated in the guided visit of the temples with a local architect. All these activities led to intercultural exchanges about World Heritage related issues.

**Title:** WHV-Paestum  
**Project start:** 2010

**Date:** 26/06/2010 – 09/07/2010

**Site:** Cilento and Vallo di Diano National Park with the Archeological sites of Paestum and Velia, and the Certosa di Padula  
World Heritage List – Cultural site (1998)

**Number of Volunteers:** 8

**Location:** Italy

**Organisation:** Legambiente

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The Cilento is an outstanding cultural landscape. The dramatic groups of sanctuaries and settlements along its three east-west mountain ridges vividly portray the area’s historical evolution: it was a major route not only for trade, but also for cultural and political interaction during the prehistoric and medieval periods. The Cilento was also the boundary between the Greek colonies of Magna Graecia and the indigenous Etruscan and Lucanian peoples. The remains of two major cities from classical times, Paestum and Velia, are found there.

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**E-mail:** incoming@legambiente.it  
**Website:** www.legambiente.com  
**Address:** Via Salaria 403, 00199 Roma – Italy
The WHV-Riomaggiore project dealt with the local cultural features while carrying maintenance work. The volunteers cleaned the area selected by the Municipality of Riomaggiore by removing invasive grass and pruning the brushes along the steep paths of the Cinque Terre Natural Park. They also planted young grape trees in an organic wine cooperative and thus learned the specificities of the Ligurian Coast landscape impacting the socio-economic development of the local community in connection with the concept of sustainable development.
From the unknown to an enhanced prestige:
visits of the lagoon’s less famous places and
participation in the history workshops

This first follow-up project in Venice focused on promoting the lagoon in its entirety, including the Certosa island of Venice. The volunteers worked on the maintenance of the Certosa Island Park paths so as to facilitate its access and to discover natural and cultural assets. Volunteers also joined in boat trip with guided visits of the most unknown places in Venice as well as attended workshops about the history of the lagoon. The use of World Heritage educational material increased the international volunteers’ awareness about the World Heritage making connection between the Venice lagoon and the heritage sites located in their home countries.

WHV-Venice

The volunteers worked on the maintenance of the Certosa Island Park paths so as to facilitate its access and to discover natural and cultural assets.
The WHV-L’viv project sought to emphasize the full meaning of the ‘outstanding universal value’ concept and to show how local concrete actions can play a role in the preservation of the World Heritage sites. The discussions among the volunteers through brainstorming and debates provided them the elements to be discussed and presented to 200 local people at the event organised in Ploshcha Rynok (the main square of L’viv) and 500 visitors at the World Heritage Information stand set up in the Stryiskyy Park. In addition to these intercultural exchanges, the volunteers took part in renovation activities in the Stryiskyy park and in the Ivan Franko park with the help of some local people: they painted a 120 meters fence, renewed 3 flower-beds and cleaned the pavements of branches and leaves. All the activities created a feeling of World Heritage community and encouraged the volunteers to do similar activities in their home countries.

All the activities created a feeling of World Heritage community and encouraged the volunteers to do similar activities in their home countries.
List of partners

The implementation of World Heritage Volunteers projects benefits from a variety of partnerships with local, regional or national organisations and institutions.

Africa

WHV - Mijikenda Kaya Forest, Kenya, KVDA
Kinondo Primary School: material (accommodation)
Ganja La Simba: material

WHV - Lake Malawi, Malawi, AYISE
Department National Parks and Wildlife, Government of Malawi: material (accommodation, assistance, transport)
Dulux Paint: material (paint for renovation work)
Mangochi District Youth Office (DYO): human resources (volunteers) Malawi National Commission for UNESCO: organisational (moral support and official permissions)

WHV - Lake Malawi, Malawi, AYISE
Préfecture Aného-Gligji: institutional (meeting)
National government: institutional (moral support)

WHV – Koutammakou, Togo, FAGAD
IVVO: material
Ministry of Arts and Culture: material (transport)
Togo National Commission for UNESCO: promotional

WHV – Victoria Falls, Zambia, YAZ
National Heritage Commission: human resources and material (tools)
Contact Trust Youth Association (CTYA): material (accommodation)

Latin America

WHV – Yecapixtla, Mexico, Nataté
Municipality of Yecapixtla: material (workshops infrastructure)
Association Talentos y Vida A.C.: organisational (children activities planning)
INAH-Morelos: organisational (cleaning techniques)
Hilos de Yecapixtla: organisational (cultural activities)
Casimires de Yecapixtla: material (transportation)

WHV – Tecpatan, Mexico, Nataté
Municipality of Tecpatán: material (accommodation), organisational (cultural activities), promotional (media)
Secretariat of the Environment: organisational (workshops)
INAH-Chiapas: organisational (activities planning)

Arab State

WHV – Hebron, Palestinian Territories, IPYL
Ministry of Tourism: human resources (engineers and experts)
Ministry of Local Authorities: material (security)
Hebron Rehabilitation Committee: human resources (engineers and volunteers)
Hebron Municipality: organisational (activities planning), material (water and electricity)

Asia

WHV – Hampi, India, FSL
Kishkinda Trust: organisational (designing schedule and activities, providing information)
ASI (Archaeological Survey of India) – Bangalore: institutional (permissions to conduct activities), organisational (providing information, contacts)
ASI (Archaeological Survey of India) – Hampi: institutional (permissions to conduct activities), organisational (providing information, contacts)
INTACH-Indian National Trust for Art Culture and Heritage: organisational (children activities planning)

WHV – Prambanan, Indonesia, Dejavato
Elementary school SD Brajan 1: organisational (education programmes), promotional, organisational (cultural performances)
PT Taman Candi Borobudur, Prambanan dan Ratu Boko: institutional (permissions to conduct activities), human resources (archaeologist and field coordinator)
Ministry of tourism - Klaten Regency: institutional/human resources (judget in a "Batik" fashion show contest)
Ministry of Culture and Tourism: institutional (recommendation letter for permissions)
WHV – Borobudur, Indonesia, IIWC
Conservation Office of Borobudur: human resources (experts), material (facilities)
Jakarta UNESCO Office: material (educational material), organisational (activities planning, expertise on tools content)
PT Taman Candi Borobudur, Prambanan dan Ratu Boko: organisational (lectures on tourism management, connections with Temples security officers and guides, free site passes), material (buses, training material) Ministry of Culture and Tourism - Directorate of History and Archeology: institutional (permissions to conduct activities), organisational (activities planning, evaluation and follow-up)
Local schools and departments of education and youth of Kabupaten Magelang: human resources (training participants – students and teachers)

WHV – Ginzan, Japan, NICE
Government of Shimane prefecture: human resources Local primary schools: organisational (workshops)
Organisers of Chuunittuan festival: organisational (promotional stand)

WHV – Jeju, Republic of Korea, IWO
JSPSEP (Jeju Solidarity for Participatory Self-government and Environmental Preservation): organisational/promotional (contacts with local networks, schools, City Hall, media)
Jeju City Hall: institutional (permissions to conduct activities), promotional

WHV – Ha Long, VietNam, SJV
Ha Long Bay Management Department: institutional (permissions to conduct activities)
Eco Boat: organisational (workshops)
Youth Union: organisational (workshops)

WHV – Saint-Emilion, France, Union REMPART
Municipality of Saint Emilion: Material (transport), financial
Conseil Régional de l’Aquitaine: financial
Conseil Général de la Gironde: financial
Archeology Regional Service: organisational
Ministry for Youth and Sports: institutional
Ministry of Culture: institutional

WHV – Matera, Italy, Legambiente
Rock Churches Natural Park: organisational (access to the site)
Le Monacelle Foundation: material (accommodation)
Mapart Cultural Association: organisational (public events)

WHV – Berat & Gjiokastra, Albania, Union REMPART
Albanian National Trust : organisational

WHV – Geghard/ WHV – Zvartnots, Armenia, HUJ
Armenia National Commission for UNESCO: organisational (implementation of projects, seminars, trainings)
Ministry of Culture: organisational (implementation of projects, seminars, trainings)

WHV – Fort Liézot, France, SJ
Municipality of Ile d’Aix: organisational (logistics), financial
Conseil Général de Charente Maritime: financial
Conseil Régional de Poitou-Charentes: financial
Direction Régionale des Affaires Culturelles - Poitou-Charentes: organisational (logistics), financial
Amicale des Pompiers / Ecole de l’Ile d’Aix: financial

WHV – Venice, Italy, Legambiente
Certosa Committee: organisational (work coordination), material (transport)
Vento di Venezia srl: organisational (logistics)
City of Venice: promotional

WHV – L’viv, Ukraine, Alternative-V
L’viv City State Administration: material and human resources (technical assistant)
"Zelenyi L’viv": material (tools), organisational (work planning and supervision)
Stryiskyy Park : material (tools), organisational (work planning and supervision)

Europe

WHV – Berat & Gjiokastra, Albania, Union REMPART
Albanian National Trust : organisational

WHV – Geghard/ WHV – Zvartnots, Armenia, HUJ
Armenia National Commission for UNESCO: organisational (implementation of projects, seminars, trainings)
Ministry of Culture: organisational (implementation of projects, seminars, trainings)

WHV – Fort Liézot, France, SJ
Municipality of Ile d’Aix: organisational (logistics), financial
Conseil Général de Charente Maritime: financial
Conseil Régional de Poitou-Charentes: financial
Direction Régionale des Affaires Culturelles - Poitou-Charentes: organisational (logistics), financial
Amicale des Pompiers / Ecole de l’Ile d’Aix: financial

WHV – Paestum, Italy, Legambiente
Comune di Capaccio Paestum: organisational (logistics)
Paestum Archeological Office: organisational (access to the site)

WHV – Riomaggiore, Italy, Legambiente
Municipality of Riomaggiore: material (accommodation)
Cinque Terre Natural Park: material (tools)
Participating volunteers

Since the first campaign in 2008, hundreds of volunteers have participated in the World Heritage Volunteers projects. The 4 following sections provide further information showing how diverse this participation has been.

Nationality

The number of volunteers increased from 143 in 2009 to 367 in 2010. The steady rise occurred alongside the increase of the different nationalities from 24 in 2008, 31 in 2009 to 42 in 2010 of which fifteen had not been present in 2008 and 2009. There were thirteen nationalities which were common to the three years of World Heritage Volunteers projects.

The boost can be explained by the doubling of selected projects participating in the initiative and which involved more countries. The diversity of projects may have attracted more volunteers from countries not represented in the previous campaigns. The average number of nationalities per project in 2010 was 5.2 reflecting the level started in 2009.

<table>
<thead>
<tr>
<th>Region</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>12</td>
<td>3.4</td>
</tr>
<tr>
<td>America</td>
<td>13</td>
<td>5.75</td>
</tr>
<tr>
<td>Arab states</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Asia</td>
<td>19</td>
<td>6.4</td>
</tr>
<tr>
<td>Europe</td>
<td>29</td>
<td>6.6</td>
</tr>
<tr>
<td>All regions</td>
<td>42</td>
<td>5.2</td>
</tr>
</tbody>
</table>

The nationality variety per project was of 6 in 2008 and of 5.5 in 2009.

Mobility

Young people apply to participate in specific WHV projects through an organisation in their country of residence (sending organisation) that in turn sends their applications to the implementing organisation (hosting organisation).

In 2010 the geographical movement can be characterized as intra-regional with volunteers mostly taking part in projects held in their region of origin. There were thirteen out of twenty-one hosting organisations that sent...
In 2010, the evaluation of organizations had a question of a profile of the participants of the World Heritage Volunteers projects including social background. Most of the volunteers were students (82%) and only 17% were workers in specific professional fields. The diversity of profiles contributed to intercultural exchanges and should be further encouraged. At the same time, this also presented the projects with challenges in the organization.

### Gender

International voluntary service has attracted more female participants. With an average ratio 1.7, the World Heritage Volunteers projects also involved more female (229) than male (138) volunteers irrespective of whether the projects were cultural, environmental or almost wherever they are run. This general trend was nevertheless less important in 2009 leading almost to a balance of genders (ratio of 1.2: 78F, 65M) but became more marked in 2010.

There were more projects in Africa where more male volunteers took part in. Understanding this may require looking further into the current gender roles among youth in Africa and their social organizations and which should not necessarily follow the traditionally known characteristic of being male centred and male dominated.
Facing challenges

The first World Heritage Volunteers-Evaluation and Planning Meeting held in March 2010 in Berlin, Germany came up with strategies for the upcoming years and with specific recommendations to broaden the global vision of the projects. The projects were expected to involve more young people in World Heritage education and preservation while contributing to the volunteers’ personal development and to the improvement of the local living standards on a sustainable basis.

The complementary fields of volunteers’ information and preparation, project implementation, partnerships and reporting were identified as key areas of intervention and to which general recommendations and specific ideas were suggested. Many of the recommendations were put into practice in 2010. For example, to align young volunteers’ motivation with the objectives of the WHV projects and to achieve sustainable impact on communities and institutions, the projects carried out: specific pre-departure and on-arrival trainings, harmonized general information on the WHV, workshops and seminars introducing the issues related to World Heritage. It was pointed out that the renewal of projects is linked to better training of the volunteers and the length of the projects. Attention was given to intercultural exchanges to minimize cultural conflicts and national and international medium and long-term volunteering projects were encouraged.

As the participating youth organizations have been not necessarily professional heritage entities, expert inputs and close coordination with the site management and national heritage institution authorities were recommended as essential to ensure that planned activities contribute to proper conservation and protection of the World Heritage site. Overreaching objectives as opposed to what can realistically be achieved during the workcamp period could lead to difficulties. Bad weather conditions turned some outdoor activities into indoor ones and even called off. In these cases urgent elaboration of feasible alternative plans became necessary.

The distance of World Heritage sites from city centres and the available local infrastructures around the site were a matter of major concern for some projects which had non-negligible impact on the activities, caused delays and added burden on the already limited budgets. All WHV projects involved the local communities which led sometimes to language barrier problems which but which were solved by recruiting translators among local communities.

Funds continue to be a challenge. The organisers were hard-pressed to redesign activities due to the lack of funds. For the next years, they would like to widen the number of the stakeholders to compensate this problem.

Some projects were confronted with difficulties of hosting international volunteers due to the political instability in the country. Global economic crisis also affected some projects. Some participants unexpectedly cancelled their flights, or could not have their visas delivered on time. It was an important problem that was overcome with the participation of local volunteers. The working groups became less international but the objectives of the projects remained the same.

Following the recommendations of the Berlin meeting, the call for project proposals for the WHV 2011 edition was launched on 15th October 2010 with a deadline for submission on 1st December 2010 and official selection announcement on 20th December 2010. This earlier campaign cycle (by 2

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Achievements</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>International, national and individual fundraising, sponsoring and partnerships with institutions, foundations and corporate sector</td>
<td>Production of the 2010 WHV Report to be used by the partner organisations with their existing and potential partners</td>
<td>Direct contact from CCIVS and the WHC to encourage the participation of experts for better inputs More financial support</td>
</tr>
<tr>
<td>Defined quantitative and qualitative indicators and more guidelines for a better projects evaluation</td>
<td>New 3-page form with macro and tables, 5 parts (project ID, project participants, project partners, project implementation, project evaluation), check boxes, drop-down lists, close questions, open questions; Success indicators established by the organisations themselves Access to the form before the beginning of the first project and 3 collective reminders</td>
<td>Universal format accessible from PC or Mac, with Microsoft or OpenOffice Pack Office, without macro Comparing/completing the evaluation reports filled in by the partner organisations with feedbacks given by the volunteers</td>
</tr>
<tr>
<td>Volunteers’ training Development of national and international medium and long-term projects for better preparation, implementation and follow-up</td>
<td>UNESCO Participation Programme obtained to organise a regional training in Africa about WH awareness-raising methods in 2011 Developing the concept of CCIVS Young World Heritage Volunteers</td>
<td>Long-term promotion of the WHV “spirit” notably in schools and implementation of the Young WHV Ambassadors Production of WH handbook compiling non-formal methods to raise awareness about WH issues</td>
</tr>
<tr>
<td>Better visibility and influence on the media</td>
<td>5 monitoring visits which attracted media visibility with interviews for newspapers and television and which took into consideration representation criteria: 1 by WHC and 4 by CCIVS, 2 in Europe, 2 in Asia, 1 in America</td>
<td>Developing a concrete plan of communication involving media with international exposure Implementing common actions</td>
</tr>
<tr>
<td>Promotion and close coordination with the partner organisations</td>
<td>Updating with 2010 WHV projects descriptions on <a href="http://www.whvolunteers.org">www.whvolunteers.org</a> Follow-up with emails and calls at different stages of the projects, 5 monitoring visits Organisational impact with reflection in terms of schedule adjustments (earlier call for international volunteers, earlier project date, exchange programmes before the projects with local community to widen the scope of action) and human resources (staff recruitment)</td>
<td>More information to sending organisations and regional networks not directly involved in the WHV projects Earlier campaign cycle</td>
</tr>
</tbody>
</table>
A total of 367 international volunteers participated in 27 projects, with an average of 13 volunteers per project, as well as thousands of local volunteers. Empirical learning was the most common non-formal education method used.

Skills learned
Implemented WHV workshops could be best illustrated by the phrase “learning by doing”. The volunteers attended lectures providing them the necessary knowledge that they concretely applied when carrying out practical activities. They learned specific and diverse skills, local organisations gradually built capacity in developing their projects.

WHV2010 projects integrated skills training on a variety of related fields among them: reforestation and building plant nursery, preservation maintenance and renovation, painting as well as stone-cutting. Communicational skills were transmitted through participation in local radio, interviews with local people, talks, meeting with authorities and raising local awareness about tangible and intangible heritage having a “snowball effect”.

Specific trainings on finance, partnership development, evaluation, reporting and in particular, developing a concrete plan of communication involving media with international exposure would contribute to the establishment of successful partnerships, visibility, and recognition.

Synergies
For some of the youth organisations it was the first time they tried to establish links and collaborate with site management and local and national authorities. This enriching experience led to synergies with schools, community stakeholders, the site and local authorities and continuing collaboration agreed upon. For instance, KVDA in Kenya started new partnerships with the Kaya Kinondo Ecotourism Project and the Shimba Hills Forest Guides Association for future environmental volunteering projects.

Social development
The project activity planning and implementation were conducted in close collaboration with the community. Among the notable result are contributions to social development. The recruitment of local people for a follow-up project and the training of local youth to become heritage guardians are some examples. Following reforestation actions, schools and community committed to continue with the activity.

Media
There was a strong effort by the local organisations to ensure the promotion of their activities. Most of the projects received media coverage. Higher visibility was achieved particularly in cases where monitoring visits were carried out either by WHC or CCIVS representative.

Leading role and Contribution to International Years
The 2010 World Heritage Volunteers campaigns were included in the UNESCO’s Plan of Action for the celebration of the International Year of the Rapprochement of Cultures. In line with the double objective of breaking down the barriers between different cultures and demonstrating the benefits of cultural diversity, the awareness-raising activities about World Heritage encouraged intercultural exchanges among people from different backgrounds.

The WHV2010 also carried the banner of the International Year of Biodiversity.

The World Heritage Volunteers projects have become in 2010 a flagship initiative among all the CCIVS projects. 2011 was declared the International Year of Volunteers and the results of the World Heritage Volunteers projects will be then highlighted as examples of good volunteerism practices according to the 4 pillars defined by the United Nations Volunteers. Indeed, they are implemented in different countries with volunteers of different nationalities, are open to everyone with no specific requirements, connect heritage experts and motivated volunteers, and encourage local populations to (re)develop their sense of ownership towards heritage sites. Therefore, they participate in recognising volunteerism all over the world, facilitating its access to the largest number of people, networking related entities and promoting its inclusive feature.

The UN International Year of Youth was launched on 12 August 2010. The Year provides the framework to bring youth to the forefront.
of global debates, offers an opportunity to advocate on the behalf of youth and to promote dialogue and mutual understanding among youth and the decision-makers.

**Recognition of the Innovative character of the World Heritage Volunteers projects**

The impact of the World Heritage Volunteers campaigns on the development and capacity building of youth organisations was further demonstrated at the occasion of the International Congress of Voluntary Service held in Barcelona in December 2010. More than 100 youth and voluntary service organisations from all regions of the world recognised the unique and innovative character of the World Heritage Volunteers projects, and committed to long-term strategies to “preserve, protect, and promote cultural heritage and diversity through International Voluntary Service activities in order to foster mutual understanding and respect within the global community”.

Beyond the dedication of each organisation to liaise with local authorities and site managers at the national level in order to increase the number of volunteering projects contributing to World Heritage promotion and preservation, the Congress worked on a set of common strategic objectives and actions for the international voluntary movement.

1) To raise awareness about the importance of cultural heritage and diversity in order to empower local communities through International Voluntary Service,

   - by organising International Voluntary service activities on Cultural heritage and Diversity,
   - by running an international workshop on local values as part of cultural heritage and diversity.

2) To develop and expand cooperation between organisations, institutions and government bodies,

   - by creating a Cultural Heritage and Diversity Day/Week within CCIVS network,
   - by organising a consultation meeting and initiating Memorandum of Understanding for cooperation on Cultural heritage and Diversity with NGOs, institutions and government bodies (at local, national, regional and international level)

3) To raise awareness about the impact of voluntary service in cultural heritage and diversity issues,

   - by creating a platform of social networks on cultural heritage and diversity to collect statistics, experiences and evaluation which is open for the global community.

As a first result of such efforts to further support the work of youth and voluntary service organisations in the field of World Heritage, CCIVS Executive Committee also decided for Cultural Heritage and Diversity to be the leading topic for the workshops, discussions and decisions of its CCIVS 32nd General Conference and Assembly to take place in 2012, which will also mark the 40th anniversary for the World Heritage Convention.

Thanks to the strong cooperation with the World Heritage Centre and the new support of institutions such as the European Commission and the Council of Europe, Heritage will thus become a symbolic and catalyst theme for 2012, bringing further recognition and visibility to the work and cooperation of youth and voluntary service organisations on different interdependent themes, from peace and sustainability to social inclusion and poverty reduction.
World Heritage Volunteers 2011

**Africa**
- WHV – Masaai Mara, Kenya, GVDA, 1 - 28 July
- WHV - Mijikenda Kaya Forest, Kenya, KVDA, 10 - 31 July
- WHV – Lake Malawi, Malawi, AYISE, 1 - 10 August
- WHV – Idanre Hills, Nigeria, VWAN, 7 - 20 August
- WHV – Aného-Glidji, Togo, AdT, 1 - 11 September
- WHV – Festember, Togo, FAGAD, 27 March - 10 April
- WHV – Koutamakou, Togo, FAGAD, 16 July - 5 August
- WHV - Victoria Falls, Zambia, YAZ, End July to August, 30 July – 13 August

**Latin America**
- WHV – Copainala, Mexico, Nataté, 10 - 23 July
- WHV – Ocuituco, Mexico, Nataté, 16 - 30 July
- WHV – Tlayacapan, Mexico, Nataté, 17 - 30 July
- WHV – Xochicalco, Mexico, Nataté, 12 - 26 November
- WHV – Yecapixtlan, Mexico, Nataté, 17 - 31 July
- WHV – Zacualpan, Mexico, Nataté, 25 September - 8 October
- WHV - Chan Chan, Peru, BVBP, 1 - 22 June
- WHV – Huascarán, Peru, BVBP, 5 - 26 July

**Asia**
- WHV – Hampi, India, FSL, 18 - 31 July
- WHV – Prambanan, Indonesia, Dejavato, 16 - 30 July
- WHV – Borobudur, Indonesia, IIWC, 18 - 31 July
- WHV – Lake Baikal, Russia, SFERA, 15 July - 15 August
- WHV – Jeju, Republic of Korea, IWO, 6 - 20 August
- WHV – Hanoi, Viêt Nam, VPV, 10 - 22 October

**Europe**
- WHV – Geghard, Armenia, HUJ, 29 June - 31 August
- WHV – Zvartnots, Armenia, HUJ, 29 June - 31 August
- WHV – Wachau, Austria, Arbeitskraus, 10 - 23 July and 21 August - 3 September
- WHV – Vanoise, France, Concordia, 19 August - 2 September
- WHV – Tallinn, Estonia, EstYES, 22 July - 7 August
- WHV – L’viv, Ukraine, Alternative-V, 1 - 14 August
The evaluation of the 3 previous WHV campaigns has recommended the implementation of training sessions so as to provide the opportunity for volunteers, project leaders, voluntary service organisations coordinators and other stakeholders to meet and exchange. As a direct result, ideas and practices will be shared and clear guidelines and tools for more efficient and sustainable projects will be developed. Moreover, the regional feature of these trainings is expected to reinforce the cooperation among organisations which are likely to face the same challenges in the promotion and conservation of World Heritage but to overcome them with similar solutions due to their geographical proximity. Besides, the organisation of the first WHV regional training in Togo takes into consideration the rising unemployment and underemployment among the youth in Africa and is thus also devised as a supportive social measure.

The Africa WHV Regional Training hosted by FAGAD will gather up to 35 volunteers from over 20 CCIVS member organisations and partners in Africa from 12th to 19th July 2011 (to be confirmed). Priority will be given to young volunteers (between 18 and 30 years) who have if possible already participated in a WHV project. Managers or staff of World Heritage sites and personnel of local authorities will also be invited.

The following table presents the general objectives and the success indicators of this pilot training initiative.
Four key areas of intervention were identified and specific strategies were developed in the complementary fields of volunteers’ information and preparation, project implementation, partnerships and reporting.

The coordination and the implementation of the projects, the participants focused on four main strategies:

The global vision of the World Heritage Volunteers projects must be broad enough such that the activities implemented deal with specific World Heritage issues and contribute to the volunteers’ personal development and the improvement of local living standards on a sustainable long-term basis.

International, national and individual fundraising, sponsoring and partnerships must be developed with the support of targeted lobbying actions, aiming at establishing productive synergies with regional institutions and foundations and involving the corporate sector.

The renewal of projects is linked to a better training of the volunteers and the length of the projects. This privileges the complementarities between the impact and visibility of international youth workcamps and long-term, specialised individual placements and guarantees the development of successful partnerships and learning dynamics extending beyond the World Heritage Volunteers projects. At the same time better monitoring and assessment procedures should be developed.

Finally, the establishment of Young World Heritage Volunteers Ambassadors has been put forward including involve campaigns’ alumni, contribute to project visibility, recognition and multiplying effect, while also promoting peer education and positive youth role models.
Cover images

Cover, from left to right
Mosi-oa-Tunya /Victoria Falls (Zambia)
Borobudur Temple Compounds (Indonesia)
Cilento and Vallo di Diano National Park with the Archeological sites of Paestum and Velia, and the Certosa di Padula (Italy)
Aného-Glidji agglomeration (Togo)

Back cover, from left to right
Historic Centre of Morelia (Mexico)
L’viv – the Ensemble of the Historic Centre (Ukraine)