



# WORLD HERITAGE VOLUNTEERS 2020

## *Fostering Youth Commitment Towards World Heritage*



## CALL FOR PROJECTS

The World Heritage Volunteers (WHV) Initiative has grown tremendously with increasing interest and appreciation for World Heritage protection, preservation and promotion of World Heritage sites over the past ten years.

In this context, we are pleased to launch the World Heritage Volunteers Campaign 2020, which welcomes the participation of all interested organisations and institutions, and additionally offers an opportunity to apply for not only one-year cycle, but two-year cycle process (more details in the application section below).

In the framework of the *UNESCO World Heritage Education Programme*, the World Heritage Volunteers Initiative is led by the UNESCO World Heritage Centre (WHC) in collaboration with the Coordinating Committee for International Voluntary Service (CCIVS), European Heritage Volunteers (as a branch of Open Houses) and Better World.

The ***World Heritage Volunteers Campaign 2020*** shall aim to:

- 1) **Raise awareness** among young people, volunteers, local communities, and concerned authorities of the need to protect and promote World Heritage;
- 2) **Involve young people** in World Heritage preservation through concrete projects at sites;
- 3) **Empower young people** allowing them to learn skills, basic preservation and conservation techniques and raise their capacity as future decision-makers and global active citizens;
- 4) **Strengthen sustainable cooperation** between non-profit organisations, site management, communities and authorities;
- 5) **Identify best practices** and develop non-formal education tools to facilitate stakeholders' participation in the World Heritage education;
- 6) **Mainstream gender equality** in all stages of the projects and geographical diversity among the World Heritage properties where the action camps take place.

## APPLICATIONS

In order to get involved in or renew your commitment to the protection and preservation of World Heritage through voluntary action and non-formal education, please fill in the online application:

<https://form.jotformeu.com/92522048267357>

If you have difficulties to access the online form, please download the application from the following link: <https://tinyurl.com/y4tsrcvz> and send it to [secretariat@ccivs.org](mailto:secretariat@ccivs.org) (for projects in Africa, Arab States and the Americas), to [info@heritagevolunteers.eu](mailto:info@heritagevolunteers.eu) (for projects in Europe) or [whv@betterworld.asia](mailto:whv@betterworld.asia) (for projects in Asia), with a copy to the World Heritage Centre ([i.yousfi@unesco.org](mailto:i.yousfi@unesco.org)).

In order to make the Initiative more sustainable and reinforce the commitment of the organisations, a two-year cycle process is being proposed this year. This process provides the opportunity to all interested organisations to implement projects not only for a one-year cycle (2020) but also for a two-year cycle (2020 and 2021). The two-year cycle aims to facilitate the application procedure, to help the organisations in improving the quality, sustainability and promotion of projects, and to contribute to stronger cooperation among the partners and stakeholders. After the first year of project implementation, the organisations of the two-year cycle will receive a pre-filled application form to complete and confirm the implementation of their projects for the next year. If their first year project evaluation is positive, the organisations will be able to implement the projects for the second year.

*Note: a call for projects of WHV Initiative will go out **every year** with the options of the one-year cycle and the two-year cycle.*

**Please submit your application at the latest by [19 January 2020 at 23:59 CET \(Paris Time\)](#)**

## SELECTION CRITERIA

For selection, proposed projects must fulfil the set of criteria below (mandatory).

### 1. The project:

- a. Should be organised in immediate connection to a property inscribed on the World Heritage List or a site inscribed on a Tentative List [Reference: <http://whc.unesco.org/en/list> ; <http://whc.unesco.org/en/tentativelists> ];
- b. Should have a minimum 10 day duration (excluding arrival and departure dates);
- c. Should include the same group of people for a minimum 10 day duration, consecutive or not;
- d. Should ideally start after the 15 June and end by the 15 December;
- e. Should involve as much as possible international volunteers;
- f. Should include awareness activities, practical hands-on activities and skills related to World Heritage sites where the action camp will be conducted (detailed definitions of hands-on activities and skills in Annex below);
- g. Should be developed in consultation with site managers and local authorities in planning details of the activities;
- h. Should include practical hands-on skills training activities as well as reflection on issues related to World Heritage;
- i. Should involve the community in order to deepen their knowledge around issues related to World Heritage and the World Heritage Volunteers Initiative;
- j. Should respect participants' gender equality (ideally equal number of male and female) and geographical diversity (ideally from different countries and regions).

### 2. Applying organisation:

- a. Should be legally registered as a public or private organisation or institution in the country where the project takes place;
- b. All activities of the organisation related to WHV should be no profit. All local, national and international partnerships developed by the applicant in the framework of the WHV should be submitted for approval to the WHV coordinators;
- c. First time applicants should submit two letters of support from recognised organisations and/or institutions recommending the applicant on the basis of past or current proven cooperation;
- d. First time applicants should submit a copy of their Constitution / Bylaws and of their most recent activity report in one of the UN official languages.

#### NOTE:

- Organisers engage themselves to implement their project as per approved proposals and to submit a full activity report (including images, videos and other results) demonstrating the concrete engagement of young volunteers in the field of World Heritage. UNESCO shall use

these for promotional purposes, among others publication in UNESCO's website, the World Heritage Review, for information to the different States Parties and concerned governmental agencies.

- Each organisation is eligible to apply for a maximum of 4 projects to be carried out at different sites (you may apply to run several projects at the same site; or to run several projects on the same theme but on different sites. This will be counted as one project).
- The evaluation form of previous World Heritage Volunteers projects done by the same organisation has to be submitted in order for the new proposals to be considered.

## **RECOMMENDATIONS**

### **1. The project:**

- a. Projects organised between June and December have a higher chance of receiving international volunteers.
- b. A group size of minimum 10 volunteers provides a richer working and learning environment for the participants and stimulates more diverse interpersonal and intercultural dynamics.
- c. A group ideally composed by international volunteers with a maximum of two people per country.

### **2. Applying organisation:**

- a. Organisations are highly recommended to join the World Heritage Volunteers Meetings that will be organised by the coordination of the campaign.
- b. If your project was already part of the campaign in the past, your organisation must demonstrate a sustainable project and show which actions have been implemented and what the future needs are for the further development of the project.

## CONFIRMATION OF SELECTION

Following the selection of the projects, a confirmation letter will be sent to the participating organisations. The organisations will receive a list of online educational materials as a resource to support their awareness-raising activities.

The World Heritage Centre will send an official information letter, accompanied by the project profile and the complete list of the selected projects to relevant National Commissions, Permanent Delegations, UNESCO field offices, and site management authorities.

## VISITS TO WORLD HERITAGE VOLUNTEERS PROJECTS

UNESCO World Heritage Centre, CCIVS, European Heritage Volunteers and Better World representatives may visit some of the selected projects in order to ensure adequate follow-up and improvement of the overall World Heritage Volunteers initiative.

They will contact directly the concerned organisations to schedule the visit.

## PROMOTION

The promotion of the projects to a large audience through local and national media coverage will be facilitated by the use of promotional material during the projects and the authorisation to carry the **Patrimonito** logo, which associates the World Heritage Volunteers projects to the UNESCO World Heritage Education Programme.



*Representing a young guardian, the Patrimonito logo\* symbolises the interdependence of culture and nature. Created on the basis of the World Heritage emblem, the central square is a form created by people (culture) and the circle represents nature, the two being intimately linked. The emblem is round like the world, but at the same time, it is a symbol of protection.*

\*Guidelines on the utilisation of the Patrimonito logo will be mentioned in the letter of confirmation that will be sent to the selected organisations from the World Heritage Centre.

UNESCO shall also use the reports, images, videos and other results of the projects submitted by the organisations for promotional purposes in UNESCO's website, the World Heritage Review, and for information to the different States Parties and concerned governmental agencies.

## MEETINGS

If funds are available, the organizations shall be invited to the World Heritage Volunteers Meetings, as planning and evaluation are an integral part of the World Heritage Volunteers Initiative's implementation

The planning and networking meeting is usually held in April/May. It gathers the selected organizations in order to discuss further the implementation of the World Heritage Volunteers projects during the campaign.

The evaluation meeting is usually held in October/November. It aims to give a feedback and to present the main results, achievements, and challenges encountered by the organizations so as to enhance the quality of the campaign.

The organizations will be informed on dates and venues of the meetings in due course.

## TIMELINE

19 January 2020	Deadline for submission of project applications
19 January 2020 – 28 February 2020	Additional information can be asked to the organisations by the World Heritage Centre, the CCIVS, European Heritage Volunteers, and Better World
Mid-March 2020	Announcement of selected World Heritage Volunteers projects. A confirmation e-mail will be sent by the regional coordination to the selected organisations
Mid-March 2020	The confirmation letters will be sent by the UNESCO World Heritage Centre to the selected organisations
End of March 2020	The information letters will be sent to the World Heritage site managers, the UNESCO Field Offices, National Commissions, and Permanent Delegations to UNESCO
15 June 2020 – 15 December 2020	Project Implementation
Up to 2 month after the project and by 30 December 2020	Organisations fill in the evaluation form and send to the coordinators, attached with pictures and videos of the project and the signed copyright agreement
September – October 2020 (Date to be determined)*	Call for Projects 2021 will be launched
<b>For two-year cycle applicants</b>	
December 2020	Organisations will receive an e-mail to confirm implementation of their projects for 2021. Once confirmed by e-mail, they will get a pre-filled application form for the second year.
January 2021	Organisations will submit the pre-filled application form

\*Note: a call for projects of WHV Initiative will be launched every year, but organisations already selected for the two-year cycle of the current Campaign 2020 will not need to make a completely new application again.

**Further inquiries should be addressed to:**

- CCIVS ([secretariat@ccivs.org](mailto:secretariat@ccivs.org)) for projects in Africa, Arab States and the Americas;

- European Heritage Volunteers ([info@heritagevolunteers.eu](mailto:info@heritagevolunteers.eu)) for projects in Europe;
- Better World ([whv@betterworld.asia](mailto:whv@betterworld.asia)) for projects in Asia.

## ANNEX

# DEFINITIONS

### Hands-on Activities and Skills gained from the World Heritage Volunteers projects

World Heritage Volunteers promotes the participation of young people in practical activities in a hands-on environment more socially dynamic than in class, in a lecture room, or on the Internet.

A World Heritage Volunteers hands-on environment offers active participation in addition to the theory. Young people get involved through active hands on participation. Hands-on activities should contribute to improve the preservation of the sites. Doing something means helping and contributing to the state of conservation of the sites. **Hands-on learning is learning by doing.** These activities could range from maintenance works such as cleaning, planting, and painting and/or communication tools to support exhibition mounting; and/or construction works such as building school, toilet and other facilities.

**Hands-on learning is not new.** It has been taking place both in formal and non-formal educational contexts for decades. For example in vocational education, if you want someone to learn to drive, you would need a car to drive. If you want to teach someone to cook, you need a kitchen. If you want someone to learn how to swim, you cannot teach him/her in the classroom only. If you want someone to acquire knowledge and skills on heritage protection, the ideal place to do this is at World Heritage sites.

World Heritage Volunteers hands-on activities should give young volunteers a total learning experience. This should enhance the person's ability to think critically – from theories to testing hypothesis, putting the process into motion using hands-on materials, seeing this process into completion and then able to explain the attained results.

As a result of their participation in the WHV action camp activities, young volunteers' will gain new skills, which will have an impact on their behaviour.

A skill is an ability to perform an activity in a competent manner; the ability to do something well. Someone who has skills means they have gained a particular degree of expertise, competence and efficiency.

Skills can range from knowledge based or cognitive involving ideas referring to one's ability to learn new information and understanding of written material such as camp leadership training; or functional like technical skills involving things which comprise the knowledge and capabilities to perform specialised tasks related to the preservation and the promotion of the World Heritage for example, ability to recognise lime stones or the skills to plant rice It could be also interpersonal skills like communication and interaction with other people both individually and in groups like, learning knowledge from the local communities and transmitting heritage values.

### The state of conservation of the site

The state of conservation of the site consists of issues and challenges at stake for the preservation and maintenance of the site which require actions to preserve its sustainability. Such issues of the site are usually already identified by the site managers and should be understood by the organisations prior to the submission of the proposal project.

### **Awareness-raising**

Awareness-raising is a process which opens opportunities for information exchange in order to improve mutual understanding and to develop competencies and skills necessary to enable changes in social attitude and behavior. To be effective, the process of awareness-raising must meet and maintain the mutual needs and interests of the actors involved. (*Principles of awareness-raising for information literacy: a case study*, Sayers Richard., UNESCO Bangkok, 2006)

World Heritage Volunteers awareness-raising activities provide knowledge on the World Heritage sites in order to improve understanding among young people, the local community and the tourists and stakeholders on the importance of heritage protection. Thereby it contributes to nurturing their sense of ownership of World Heritage and for them to strengthen their skills to respond to threats facing World Heritage sites. The aim is to generate synergies to jointly work together to protect the heritage of humankind.

The **World Heritage Volunteers 2020 Application Form** attached to the Call for Projects provides guidance in order to develop in detail the main aspects of your project in terms of awareness-raising and hands-on activities (see table at point 5).



## ANNEX

### Frequently Asked Questions

#### Logistic

**Question: I am a first time applicant. How long should my project last? What is the suggested size of the group of volunteers?**

Answer: In order to achieve its learning objectives, a WHV action camp should have a minimum duration of 10 days. Ideally, a project can last between 2 and 3 weeks and hosts a small group of national and international volunteers. The size of the group should be minimum 10 volunteers and can vary according to the activities and to the number of national volunteers who will join the action camp.

**Q: What should a hosting organisation offer to volunteers?**

A: WHV project should provide volunteers with meaningful activities, proper coordination, tools for the hands-on activities, safety and accessibility of the living and working place. Organisations should provide participants with food, accommodation and, when needed, local transportation to reach the site for the whole duration of the project.

**Q: Is it possible to receive assistance from the coordinators after the project is accepted?**

A: In order to provide organisations with useful information on how to implement their projects, the coordinators can propose an online meeting (using tools like Skype) which is usually held after the official acceptance of the projects and before their beginning. The coordinators will be available throughout the year to share with the organisations material and information about the WHV initiative. They will provide assistance when possible, regarding any questions, starting from the selection process.

#### Financial aspects

**Q: Do organisations have to cover volunteers' travel costs to the WHV project?**

A: Organisations do not have to cover the travel costs for the international and national volunteers. Each volunteer is responsible to organise her/his own travel from the country of origin to the country of the WHV project. Organisations should provide volunteers with all the necessary information to reach the venue, including details on what to bring (such as sleeping bags, working clothes etc).

**Q: Can organisations ask volunteers to pay a participation fee?**

Although the participation in a WHV action camp should be free of charge for the volunteers, if needed, organisations can set a participation fee. However, applicants should take into consideration that fees asked from the volunteers should not cover all the expenses of the whole project, they should only cover them partially. The rest of the expenses should be provided by the organisation itself (via sponsors, partners etc.). Therefore, the amount requested should be reasonable, in order not to be a burden for the volunteer. When present, the amount indicated in the application form should refer to the individual fee paid by each volunteer.

## **Activities**

### **Q: My project does not foresee specific practical activities. Will it be accepted?**

A: It is essential to include hands on activities in the programme of a WHV action camp. Without them, volunteers will not have the opportunity to gain new skills and to live a complete learning experience in contact with the site. The practical activities should be well detailed and meaningful: they could include maintenance, construction and renovations work, such as cleaning, painting, building facilities, when possible, etc. The structure of such activities should be developed in consultation with site managers and local authorities.

## **Recruitment and Selection of volunteers**

### **Q: How can I get volunteers?**

A: Organisations can disseminate the recruitment news (through a Call with needed criteria for selection) on their websites or social media, among the contacts of partner organisations or stakeholders such as schools, by organising open door activities or info sessions, through other online platforms of volunteering, during external representation etc.

### **Q: Who is in charge of the recruitment and selection of volunteers?**

A: Organisations are responsible for the recruitment and selection of volunteers. After the acceptance, each project is published in the website <http://whc.unesco.org/en/whvolunteers>, together with its description and the email address of the organisers. The organisations will be contacted directly by the volunteers who wish to apply to the WHV action camp. It is therefore necessary to prepare a procedure to deal with the applications of the volunteers. Please remind that the World Heritage Centre and the coordinating organisations (CCIVS, European Heritage Volunteers and Better World) will not support the placement of volunteers in WHV action camps.

### **Q: What to do if a volunteer needs a visa?**

A: Organisations can issue an official invitation letter for the volunteers who require a visa to enter the country where the project is organised. Please remind that the World Heritage Centre and the coordinating organisations (CCIVS, European Heritage Volunteers and Better World) will not be able to issue an invitation letter on behalf of the organiser.