

WORLD HERITAGE VOLUNTEERS 2021

Fostering Youth Commitment towards World Heritage



CALL FOR PROJECTS

We are very pleased to launch the Call for Projects for the 2021 Campaign of the World Heritage Volunteers Initiative, 'Fostering Youth Commitment towards World Heritage'. As you may know, in light of the global health emergency caused by the COVID-19 pandemic, the implementation of the World Heritage Volunteers 2020 was postponed to 2021.

This Call is an invitation for organizations and institutions to apply for the 2021 WHV Campaign with their proposed projects, and join the selected organizations/institutions of 2020, in implementing WHV action camps between February and December 2021.

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 Initiative*** 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** by 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 organizations, 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 towards the protection and preservation of World Heritage through voluntary actions and non-formal education tools, please fill in the online application:

<https://bit.ly/WHV-2021-Application>

If you experience difficulties in accessing the online form, please download the application from the following links: <https://bit.ly/WHV-2021-Application-Form> (EN) / <http://bit.ly/WHV-2021-Formulaire-Candidature> (FR) and send it to secretariat@ccivs.org (for projects in Africa, Arab States and the Americas), to info@heritagevolunteers.eu (for projects in Europe) or francesco@1.or.kr (for projects in Asia), with a copy to the World Heritage Centre (i.yousfi@unesco.org).

Please submit your application by 30 September 2020 at 23:59 CET (Paris Time), at the latest.

SELECTION CRITERIA

In order to be eligible for selection, the proposed projects must fulfil the set of mandatory criteria detailed below.

1. The project:

- a. Should be organised in immediate connection to a property inscribed on the World Heritage List or a site 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 February and end by the 15 December 2021;
- 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 organization:

- a. Should be legally registered as a public or private organization or institution in the country where the project takes place;
- b. All activities of the organization related to WHV should be no profit. All local, national and international partnerships developed by the applicant in the framework of WHV should be submitted for approval to the WHV coordinators;
- c. First time applicants should submit two letters of support from recognised organizations 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 of their most recent activity report in one of the UN official languages.

NOTE:

- Organisers shall commit to implementing their projects as per approved proposals and submitting 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 organization 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 organization has to be submitted in order for the new proposals to be considered.**

RECOMMENDATIONS

1. The project:

- a. 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.
- b. A group should ideally be composed of international volunteers with a maximum of two people per country.

2. Applying organization:

- a. Organizations are highly recommended to join the World Heritage Volunteers Meetings that could be organised by the coordinating team of the Campaign.
- b. If your project was already part of the Campaign in the past, your organization must demonstrate a sustainable project by showing the actions that have been implemented in the past and addressing the future needs of the site, 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 organizations. The organizations 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.

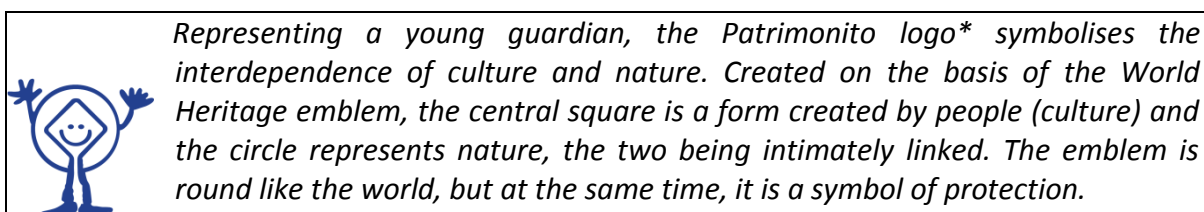
VISITS TO WORLD HERITAGE VOLUNTEERS PROJECTS

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 the concerned organizations directly, to schedule the visit.

PROMOTION

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



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

UNESCO shall also use the reports, images, videos and other results of the projects submitted by the organizations 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 the dates and venues of the meetings in due course.

TIMELINE

30 September 2020	Deadline for submission of project applications
1 October 2020 – 30 October 2020	Additional information can be asked from the organizations by the World Heritage Centre, CCIVS, European Heritage Volunteers, and Better World
December 2020	Announcement of selected World Heritage Volunteers projects. A confirmation e-mail will be sent by the regional coordination to the selected organizations
December 2020	The confirmation letters will be sent by the UNESCO World Heritage Centre to the selected organizations
December 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 February 2021 – 15 December 2021	Project Implementation
Up to 2 month after the project and by 30 December 2021	Organizations 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 2021 (Date to be determined)*	Call for Projects 2022 will be launched

Further inquiries should be addressed to:

- CCIVS (secretariat@ccivs.org) for projects in Africa, Arab States and the Americas;
- European Heritage Volunteers (info@heritagevolunteers.eu) for projects in Europe;
- Better World (francesco@1.or.kr) for projects in Asia.

ANNEX

DEFINITIONS

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

The World Heritage Volunteers Initiative 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 having skills means that he or she has gained a particular degree of expertise, competence and efficiency.

Skills can range from knowledge based or cognitive abilities involving ideas referring to one's ability to learn new information and understanding of written material such as camp leadership training; or functional abilities 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, the ability to recognise lime stones or the skills to plant rice). It could also be 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 organizations 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 behaviour. 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 2021 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

Logistics

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

A: 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 organization 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. Organizations 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 organizations 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 organizations 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 organizations have to cover volunteers' travel costs to the WHV project?

A: Organizations 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. Organizations 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 organizations 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, organizations 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 organization 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: Organizations can disseminate the recruitment news (through a Call with needed criteria for selection) on their websites or social media, among the contacts of partner organizations 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: Organizations 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 organizations 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 organizations (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: Organizations 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 organizations (CCIVS, European Heritage Volunteers and Better World) will not be able to issue an invitation letter on behalf of the organizer.