



United Nations  
Educational, Scientific and  
Cultural Organization



European Union

TOGETHER FOR  
HERITAGE

European Young Heritage  
Professionals Forum

Zadar, Croatia | 20 - 24 May, 2019



## WEBINAR SESSION: EUROPEAN YOUTH AND HERITAGE

23 April 2021, 14:00 to 15:30 CET

Zoom Link: <https://unesco-org.zoom.us/j/95534288346>

In 2019, the European Young Heritage Professionals Forum brought together 28 young heritage professionals from across Europe and innovatively addressed with them for the first time, tangible and intangible cultural heritage in tandem and explored synergies and challenges of their safeguarding in the European context.

Through intercultural learning and capacity building in the field of heritage, the Forum was successful in building a network of 'Cultural Heritage Messengers' at the European, national and local levels, through the commitment of the participants. Nearly two years since the Forum, this network remains active and vibrant today, promoting the message of heritage in Europe, and is committed to encouraging young people across the EU to play an active role in heritage protection and safeguarding.

Supporting and celebrating the commitment of these Cultural Heritage Messengers, the [European Youth and Heritage Webinar](#) is being organized by UNESCO on **23 April 2021, from 14:00 to 15:30 CET**, to facilitate a wider youth interaction on heritage, at the European level. The webinar aims to provide an opportunity for youth and young heritage professionals to learn about the outcomes of the European Young Heritage Professionals Forum and exchange with the Forum participants, so they can explore future synergies and opportunities for engaging in heritage projects, and expanding the networks.

In addition to encouraging the discourse on heritage, the webinar will also be the chance for the participants to discover among others, two [Success Stories](#) – youth led projects from the participants of the Forum, which have developed from small passion projects to successful heritage initiatives in Europe, today.

The European Young Heritage Professionals Forum was organized by UNESCO in the framework of the UNESCO-EU joint project 2018 European Year of Cultural Heritage: Engaging Youth for an Inclusive and Sustainable Europe, and took place in Zadar, Croatia, from 20 to 24 May 2019. The Forum was hosted by the Croatian Commission for UNESCO and the Ministry of Culture of the Republic of Croatia in close cooperation with the NGO Diadrasis.



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Here is a quick glance on the projects in highlight:

## Dissonance as an asset: Preserving the Buzludzha monument

*Ms Dora Ivanova*

<http://www.buzludzha-project.com/>

Motivated by its tremendous potential for future reuse, a team of international experts and volunteers is working to preserve the Buzludzha monument in Bulgaria. As part of this grassroots initiative, the team is creating a Conservation Plan and implementing first Emergency Measures. Buzludzha monument is not just a masterpiece of architecture, engineering, and art, but it is also one of the most iconic and significant buildings of post-war modernism in Europe. As a dissonant and controversial site from the socialist period, the monument has been subjected to neglect. However, the team believes that this very dissonance is its unrevealed exceptional asset, as it has the power to provoke dialogue, allow open discussion, enhance education and tolerance, and foster mutual understanding.



## Engaging young people: lessons through the Dutch network Erfgoed Jong and ICH research

*Ms Susanne Verburg*

<https://www.erfgoedjong.com/>



The network of Erfgoed Jong (Heritage Young) has encouraged and expanded a network of (intangible) heritage enthusiasts and professionals (16-30 years old) in the past two years, by learning through practice and research. Through collaboration with heritage organizations, they aim to enhance the participation of young people in the field of heritage.

Through the webinar, youth across Europe will be able to explore the heritage journeys of Dora, Susanne and the rest of the participants of the Forum, and share their own, building and expanding the ever-growing network of our Cultural Heritage Messengers.



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## PROVISIONAL PROGRAMME: EUROPEAN YOUTH AND HERITAGE

23 April 2021, 14:00 – 15:30 CET

**14:00 – 14:10** Opening Remarks from the UNESCO World Heritage Centre  
*Jyoti Hosagrahar*  
*Deputy Director, World Heritage Centre*

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**14:10 – 14:20** Opening Remarks from the European Commission  
*Catherine Magnant*  
*Head of Unit, Cultural Policy*

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**14:20 – 14:35** Presentation of the Forum and its outcomes  
*UNESCO WHC and LHE*

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**14:35 – 14:50** Success Stories emerging from the Forum: Project Presentation 1  
*Dora Ivanova*  
*Dissonance as an asset: Preserving the Buzludzha monument*

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**14:50 – 15:05** Success Stories emerging from the Forum: Project Presentation 2  
*Susanne Verburg*  
*Engaging young people: lessons through the Dutch network Erfgoed Jong and ICH research*

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**15:05 – 15:25** Interactions with the youth participants  
*Moderated by UNESCO*

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**15:25 – 15:30** Closing Remarks  
*UNESCO and the European Commission*