

WHV – Support to the elaboration of a strategic communication plan and associated tools for the 50th anniversary of the Convention on Natural and Cultural Heritage at the Royal Hill of Ambohimanga property

Royal Hill of Ambohimanga, Madagascar

Cultural property inscribed on the World Heritage List (2001)

PROJECT DATES

18 April - 05 May 2023

THE SITE - The Royal Hill of Ambohimanga consists of a royal city and burial site, and an ensemble of sacred places. It is associated with strong feelings of national identity, and has maintained its spiritual and sacred character both in ritual practice and the popular imagination for the past 500 years. It remains a place of worship to which pilgrims come from Madagascar and elsewhere. The traditional design, materials and layout of the Royal Hill of Ambohimanga are representative of the social and political structure of Malagasy society from at least the 16th century. It is an exceptional example of a place where, over centuries, common human experience has been focused in memory, ritual and prayer.

OBJECTIVES - The project focuses on youth capacity building to enable volunteers to acquire media and communication skills and recognise the important role of communication in promoting community ownership of World Heritage sites.

ACTIVITIES - After a 3-day media and communication training, volunteers will work with the site manager and representatives of the local communities and traditional authorities to identify the communication needs of the site, and will be guided through the development of the communication plan. The participants will then create the content and message of the communication plan, through a visit to the site and meetings with the communities, a day of restitution and validation of the plan with the site manager and a half-day for the presentation of the plan to the Ministry of Communication and Culture.

PARTNERS - Ministère de la Communication et de la Culture (MCC), Ministère de l'Education Nationale

Commission nationale malgache pour l'UNESCO

Ms Dina Suzy Mamisoanirina

clt.cnmunesco@gmail.com

