

WHV – Youth Voices for Culture: Taking charge of our Heritage

Matobo Hills, Zimbabwe

PROJECT DATES

Cultural property inscribed on the World Heritage List (2003)

05 June - 18 June 2023

THE SITE - The area exhibits a profusion of distinctive rock landforms rising above the granite shield that covers much of Zimbabwe. The large boulders provide abundant natural shelters and have been associated with human occupation from the early Stone Age right through to early historical times, and intermittently since. They also feature an outstanding collection of rock paintings. The Matobo Hills continue to provide a strong focus for the local community, which still uses shrines and sacred places closely linked to traditional, social and economic activities.

OBJECTIVES - Implemented for the first time, the project aims at utilising a combination of innovative social media and collaborative platforms tools, as well as more traditional communication mechanisms (videos, TV spots, postcards, billboards in train stations and airports, etc.) for the development of a wide and efficient public sensitisation campaign about the state of Matobo Hills.

ACTIVITIES - The youth organisers and local participants will run awareness-raising activities about deforestation and its effects, and about the illicit traffic of cultural goods, while using traditional and digital media for documenting and promoting the importance of Motobo Hills rock art and the need to protect them from these risks.

PARTNERS - USAID, UNISA, LITT, Community traditional leaders, Cooperative, Bolivia Hire and Catering services

**Young African Leaders Initiative Regional Leadership Center
Southern Africa (YALI RLC SA) - Zimbabwe Chapter**

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