In 2011 Tallinn was awarded a title, “European Culture Capital”. Therefore, 2011 was a perfect year to raise the awareness about WH, particularly Historic Centre of Tallinn, to young people, local community and city guests.

Firstly, volunteers listened to a presentation prepared by National Commission of UNESCO in Estonia and learned about WH. After, Tallinn City Museum provided a tour of WH sites in Historical Center of Tallinn to the volunteers. Later, with the information they gathered from the presentation and city tour, volunteers themselves became guides and gave tours of the city to guests.

In addition, participants shared their knowledge about heritages in their hometowns with other volunteers. They debated about the necessity of heritage conservation and protection under the supervision of Culture Protection Department. Also, volunteers contributed with direct work for conservation of heritage site while participating in the workcamp.

The project involved not only local and foreign volunteers, but also the Estonian families, who hosted international volunteers, local authorities and organizations, which participated in project activities. Project activities were covered by national TV and radio increasing the visibility of the programme.

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