



in cooperation with



WORLD HERITAGE VOLUNTEERS 2022

Resilience and Re-mobilization towards World Heritage



CALL FOR PROJECTS



Since its inception in 2008, the World Heritage Volunteers (WHV) Initiative has constantly endeavoured to bring together youth and communities towards the protection, preservation, and promotion of World Heritage, beyond the constraints of geographies and cultures. Never though has the challenge been greater, and the need more acute, for the valorisation of World Heritage, than in the wake of the Covid-19 pandemic, which has left these sites vulnerable and adversely affected. It is not just the physical nature of the sites that has been impacted, but there has also been loss of livelihoods for the communities whose lives are intrinsically linked to their heritage.

The pandemic has indeed highlighted the importance of carrying out community development hand-in-hand with World Heritage conservation, but it has truly been the resilience of the WHV organizations over the past couple of years, that has mobilized these efforts and actions towards World Heritage and carried forward the spirit of the Initiative through this period of global crisis.

It has been heartening to see the creative solutions adapted during the past Campaign, which helped overcome the many constraints of the pandemic and continued youth engagement in both remote and in-situ formats. It is in this context that we are pleased to launch the **Call for Projects for World Heritage Volunteers 2022 'Resilience and Re-mobilization towards World Heritage'**, in recognition of the continued efforts of the WHV organizations, and in the hope of welcoming new actors into this dedicated community. The theme of this year's Campaign is also aptly timed as we celebrate *50 fruitful years of the World Heritage Convention in 2022*, paving the way for a new era of heritage, rooted in the resilience of its past.

This Call is an invitation for organizations and institutions to apply for the WHV 2022 Campaign with their proposed projects, and implement action camps between June and December 2022.

We hope that these projects help build stronger cooperation and valorize the engagement of local communities and young people at World Heritage sites, through their rich activities.

Within the framework of the UNESCO World Heritage Education Programme, the World Heritage Volunteers (WHV) Initiative was launched in 2008 in collaboration with the Coordinating Committee for International Voluntary Service (CCIVS) to mobilize and involve young people and youth organizations in World Heritage preservation and promotion. Today, the global co-ordination of the Initiative and the regional coordination for Africa, Arab States, Europe and North America, and Latin America and the Caribbean is ensured by CCIVS, and the regional coordination for Asia and the Pacific is undertaken by Better World.

The **World Heritage Volunteers 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 and/or renew your commitment towards the protection, preservation, and promotion of World Heritage through the WHV Initiative, please fill in the online application:

<https://bit.ly/WHV-2022-Application>

If you experience difficulties in accessing the online form, please download the application from the following link: <https://bit.ly/WHV-2022-Application-Form> and send it to secretariat@ccivs.org (for projects in Africa, Arab States, Europe and North America, and Latin America and the Caribbean), and to francesco@1.or.kr (for projects in Asia and the Pacific), with a copy to the World Heritage Centre (i.yousfi@unesco.org; p.vangeti@unesco.org).

Please submit your application by the extended deadline: 1 March, 2022 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 organized 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 consecutive or not, (excluding arrival and departure dates); and include the same group of people for the duration of the action camp;
- c. Should ideally start after 1 June and end by 15 December 2022;
- d. Should involve as much as possible, international volunteers;
- e. Should include awareness-raising activities, practical hands-on activities and skills related to World Heritage sites where the action camps will be conducted (detailed definitions of awareness-raising and hands-on activities and skills in Annex below);
- f. Should be developed in consultation with site managers and local authorities, reflecting the needs of the sites;

- g. Should include practical hands-on skills training activities as well as reflection on issues related to World Heritage;
- h. Should involve the community in order to deepen their knowledge around issues related to World Heritage and the World Heritage Volunteers Initiative;
- i. Should respect participants' gender balance (ideally equal number of male and female participants) and geographical diversity (ideally representing different countries and regions).

NOTE: Recognizing the constraints faced by the organizations and the flexibility needed by them to implement project activities amidst the continued uncertainty of the Covid-19 pandemic, the application form provides a space for the organizations to reflect upon the possible challenges that may arise and propose alternative activities that may mitigate the risk, while remaining in the spirit of the WHV Initiative.

2. Applying organization:

- a. The applicant 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 non-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:

- Organizations 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, along with other requested questionnaires. UNESCO may use these for promotional purposes, among others, for the publication of content on UNESCO's website, the World Heritage Review, UNESCO's social media platforms, and for providing 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 implemented by the same organization must 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.
- c. Projects should provide an alternative proposal in the scenario that the planned awareness-raising and hands-on activities cannot take place due to the Covid-19 pandemic.

2. Applying organization:

- a. Organizations are highly recommended to join the World Heritage Volunteers meetings that could be organized by the coordinating teams of the Campaign.
- b. If your project was already part of the past Campaign(s), 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 WHV implementing organizations. The organizations will receive a list of online educational and communication materials as resources 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 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 print and digital media coverage will be facilitated by the use of promotional material during the projects, and through the authorization to carry the logos of the **WHV Initiative** and **Patrimonito**, which associate the World Heritage Volunteers projects to the UNESCO World Heritage Education Programme. Please note that the organizations are **NOT** authorised to use the UNESCO logo in this context.



*The World Heritage Volunteers logo**



Representing a young guardian, the Patrimonito logo symbolises the interdependence of culture and nature. Created on the basis of the World Heritage emblem, the central square is a form created by people (culture) and the circle represents nature, the two being intimately linked. The emblem is round like the world, but at the same time, it is a symbol of protection.*

*Guidelines on the utilization of the World Heritage Volunteers logo and 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 may use these for promotional purposes, among others, for the publication of content on UNESCO's website, the World Heritage Review, UNESCO's social media platforms, and for providing 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, which shall aim to support and enhance the Initiative's implementation. The organizations will be informed about the format and schedule of the meetings in due course.

TIMELINE

20 February 2022	Deadline for the submission of project applications
20 February 2022 – 31 March 2022	Additional information may be requested from the organizations by the World Heritage Centre, CCIVS and Better World
1 April 2022	Announcement of selected World Heritage Volunteers projects. Confirmation e-mails will be sent by the regional coordination to the selected organizations.
April/May 2022	The confirmation letters will be sent by the UNESCO World Heritage Centre to the selected organizations.
April/May 2022	The information letters will be sent to the World Heritage site managers, the UNESCO Field Offices, National Commissions, and Permanent Delegations to UNESCO.
1 June 2022 – 15 December 2022	Project implementation
Up to 2 months after the project and latest by 30 January 2023	Organizations complete the evaluation form and questionnaires and send to the coordinators, attached with pictures and videos of the project and the signed copyright agreement
September – October 2022 (Date to be determined)*	Call for Projects 2023 will be launched

Further inquiries should be addressed to:

- CCIVS (secretariat@ccivs.org) for projects in Africa, Arab States, Europe and North America, Latin America and the Caribbean;
- Better World (francesco@1.or.kr) for projects in Asia and the Pacific.

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 will 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. 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 2022 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 of the action camps. The coordinators will be available throughout the year to share with the organizations, relevant materials 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 for organizing her/his own travel from the country of origin to the country of the WHV project. Organizations should provide volunteers with all the necessary logistic 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, organizations 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 (via sponsors, partners etc.). Therefore, the amount requested should be reasonable, in order to not be a burden on the volunteers. 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 organizing 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 on the website <http://whc.unesco.org/en/whvolunteers>, together with its description and the contact details of the organizers. The organizations will be contacted directly by the volunteers who wish to apply to the WHV action camps. It is therefore necessary to prepare a procedure to deal with the applications of the volunteers. Please be reminded that the World Heritage Centre and the coordinating organizations (CCIVS and Better World) will not support the placement of volunteers in the WHV action camps.

Q: What to do if a volunteer needs a visa?

A: Organizations can issue an official invitation letter to the volunteers who require a visa to enter the country where the project is being organized. Please be reminded that the World Heritage Centre and the coordinating organizations (CCIVS and Better World) will not be able to issue an invitation letter on behalf of the organizer.