

## EUROPEAN INITIATIVE no 3:

### Youth for heritage: young people bringing new life to heritage

#### ENGAGEMENT PILLAR



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#### WHY? - Objectives

The objective of the European Year is to '**raise awareness** of the importance of Europe's cultural heritage through education and lifelong learning, in particular by focusing on (...) **young** (...) people (...)'.<sup>1</sup>

Young people are the best ambassadors of European values. They travel, work, study, and train in countries across the EU. Mobility allows them to discover and enjoy Europe's cultural heritage. The Year will **empower young people to better appreciate** their cultural heritage, interact with it, and through it, to **participate in society**. This will also be the opportunity for them to engage more frequently as volunteers in activities that aim at protecting, safeguarding and promoting heritage. Ultimately, the Year can stimulate young people to reflect on what Europe they want. The objective is also to increase their access to cultural heritage, including by digital means, and to support their creativity when it comes to cultural heritage.

#### FOR WHOM? - Target groups

Young people (between 15 and 29), Erasmus + generation, cultural heritage organisations and youth organisations.

#### WHAT? - Content of the initiative

The initiative will have 3 main components running concomitantly:

#### **Component I - A joint project with UNESCO: Empowering European youth through a Young Heritage Experts Forum**

The project, **still under preparation** and to be implemented by UNESCO and its national commissions, aims to raise young people's awareness on the importance of heritage diversity, its conservation and transmission. It is planned that young cultural heritage experts in 28 EU countries would be selected during an open call carried out by UNESCO in March 2018, and would be empowered to be cultural heritage ambassadors and cooperate with UNESCO heritage sites and local administrations. They would develop between 20 to 30 projects for effective protection and safeguarding of cultural heritage for the future, such as raising funds for the restoration of abandoned local heritage or organising trainings for local communities. These projects led by young people would be implemented throughout 2018. A Young Heritage Experts Forum planned for the autumn 2018 would feature hands-on activities that provide skills on heritage conservation, preservation and discussions. Young people/experts will have the opportunity to create synergies among their respective projects and reinforce their aptitudes.

<sup>1</sup> Decision (EU) 2017/864, Art. 3 specific objective 2(j)

**Timeline:**

- February 2018, start of the UNESCO project (tbc)
- March 2018 - open call of expression of interest for the selection of 28 young heritage experts, who should participate in the project (call run by the UNESCO national commissions) (tbc).
- Autumn 2018 (exact date and location to be determined) – UNESCO Young Heritage Experts Forum.

**Component II - Youth volunteering for cultural heritage within existing EU schemes (from European Volunteering Service to European Solidarity Corps)**

This component has two simple objectives: 1) to inform young people about existing European opportunities for volunteering in the field of cultural heritage and 2) to encourage cultural heritage organisations and sites in Europe to host more young people. Possible volunteering activities for young people are for example acting as guides at heritage sites and museums and supporting professionals in conservation works. Other possible volunteering activities are to conduct digital training or survey works or to become social media assistants in cultural heritage institutions.

The activities under this component will be mainly of an awareness raising nature.

To raise awareness towards young people, dedicated online and offline activities will start in February/March and will continue throughout 2018, with a particular focus on two large-scale events: the European Parliament European Youth Event (EYE) event and the European Heritage Summit to be held in June 2018.

To raise awareness towards cultural institutions about the possibilities to welcome volunteers, information on existing European volunteering schemes such as the European Volunteering Service will be sent to heritage-related Creative Europe networks and projects, to the members of the EYCH stakeholders' committee and their several hundred affiliated organisations, and also to the managers of UNESCO world heritage sites located in Europe.

In the longer term, the ambition is that the European Solidarity Corps will become a platform for steering the volunteering of young Europeans for cultural heritage.

**Timeline:**

- 7 December 2017- a young volunteer from Norcia will testify about his experience in rehabilitating damaged cultural heritage.
- February/March 2018 – social media messages targeting young people and awareness raising activities for cultural organisations featuring the opportunities to volunteer in the heritage field.
- 1-2 June 2018 - focus on youth volunteering at the European Parliament European Youth Event (EYE).
- 18-24 June 2018 - European Heritage Summit in Berlin - focus on volunteering for heritage (tbc).
- 5 December 2018 – communication activities during the International Volunteer Day.

**Component III - Engaging with young people using social media**

Within this component, there will be two strands of action:

**(1) A project with the Google Cultural Institute (under preparation) The implementation of this project is to be confirmed.**

Going beyond awareness rising, the initiative would value digital creativity and engagement of young people in relation to cultural heritage and would result in YouTube creators to engaging in the EYCH campaign.

## (2) Social media competitions

The EYCH communication campaign will include social media competitions and activities for young people. Social media activation activities would include, inter alia (**still under preparation**):

- an Instagram photo competition (December - January) – youngsters will be invited to report on elements of cultural heritage from each city/country using stories, videos or pictures via social media. The result social media content will be shared via the Facebook and Twitter accounts and on the EYCH campaign's website.

- EU reporters - This call-to-action activation idea will mix UGC (User Generated Content), immersive and experiential elements to create a cross-channel adventure. Although the concept is under discussion, two phases are envisaged: (1) a Social Media Competition - advertise the search for 18-25 year old reporters for a month-long tour of Europe. Winners become European reporters for a trip across Europe. (2) European Reporters. The group of reporters will post their cultural heritage experiences on their own social media channels. In different cities in Europe there could be a “cultural heritage” challenge with the European Reporters, meeting other young Europeans.

### **Timeline:**

Throughout 2018

Dates for social media activation activities to be fixed

### **WHEN? - Key Events**

Activities with young people will be highlighted during the following events taking place throughout 2018

7 December 2017	The European Culture Forum in Milan: 6 young people will testify on stage.
1-2 June 2018	The yearly European Youth Event in Strasburg (a few events relating to cultural heritage are planned within this framework: including a workshop, an idea lab where the cultural heritage games will be tested etc. The setting for the EYE is under negotiation with the European Parliament)
18-24 June 2018	European Cultural Heritage Summit in Berlin (organised by Europa Nostra and the German heritage Foundation).
September 2018	UNESCO Young Heritage Experts Forum 2018 (date and venue to be confirmed).

### **PARTNERS:**

- Within the European Commission, services dealing with culture, youth, sport and communication will play a key role
- UNESCO
- European Youth Forum
- Erasmus + Students Association (the key stakeholder network funded under Erasmus +) and other Erasmus + networks