

## CONCEPT NOTE

# Mobilizing Youth Engagement in the Celebration of African World Heritage Day 5<sup>th</sup> May 2021 through launch of youth proposal competition



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<b>Geographical scope/benefitting country(ies):</b>	Eastern Africa (Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, South Sudan, Tanzania, Uganda)
<b>Duration (in months):</b>	8 months (1 April 2021 to 1 December 2021)
<b>Name, Unit and contact details of Project Officer(s) :</b>	Karalyn Monteil, <a href="mailto:k.monteil@unesco.org">k.monteil@unesco.org</a> , UNESCO Nairobi
<b>Partner(s) institutions:</b>	African World Heritage Fund, UNESCO National Commissions
<b>Tentative budget inclusive of Programme Support costs:</b>	25,000 USD—representing: 5000 USD per proposal for 5 projects

## Proposal

In Celebration of African World Heritage Day on 5 May 2021, and in the framework of the African Union Year 2021 for “Arts, Culture and Heritage: Levers for Building the Africa We Want”, UNESCO Regional Office for Eastern Africa and the African World Heritage Fund are launching an open competition for youth in all 13 countries covered by the UNESCO Regional Office for Eastern Africa, namely Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, South Sudan, Tanzania, Uganda, aged 18 to 35 years old to develop a **project proposal for raising awareness and engagement of youth in the protection and promotion of African World Heritage**.

Proposals may focus on raising awareness and/or engagement among youth for one World Heritage site in Africa, all World Heritage sites in a specific country or the Eastern Africa region, or may also focus on the entire Africa region. Proposals can also focus on [Tentative List](#) sites or the World Heritage Convention in general.

More information on the World Heritage Convention and World Heritage in the Africa region can be found on the following links:

**World Heritage Convention**, <http://whc.unesco.org/en/convention/>

**World Heritage in Africa**, <http://whc.unesco.org/en/africa/>

**World Heritage sites**, <http://whc.unesco.org/en/list/>

**African World Heritage Day**, <https://en.unesco.org/commemorations/africanheritageday>

**African World Heritage Fund**, <https://awhf.net/>

**African Union Year**, <https://au.int/es/node/39887>

## Specifications

The proposals must follow the basic **format** provided by UNESCO and the African World Heritage Fund and may be submitted in **English or French** by an individual or group of individuals aged 18 to 35 years (proposals from NGOs or institutions are not eligible). All proposals must be signed and endorsed by the **Secretary General of the UNESCO National Commission** in the country where the youth submitting the proposal reside. Contact details for National Commissions can be found here: <https://en.unesco.org/countries/national-commissions>.

All proposals must include a detailed budget breakdown indicating the estimated costs for all activities in USD for a total amount up to 5000 USD. The proposed activity(-ies) must be feasible to carry-out between 1 July and 15 November 2021. All proposed activities must respect national and World Health Organization (WHO) health guidelines and prevention measures for the Covid-19 pandemic, as well as national security and legal guidelines. Moreover, all proposals must respect human rights and promote respect for cultural diversity.

The deadline for submission of proposals is **31 May 2021**. Proposals must be submitted in Word or PDF format by e-mail to the following address **AWHDayEA@unesco.org**

Selected project leaders will be required to provide at least 10 high resolution digital photos of project activities along with a signed photo authorization forms for images featuring the activities carried out, which will be further used by UNESCO and the African World Heritage Fund for awareness raising and communications activities. Selected projects will be financed through contractual arrangements between UNESCO and the UNESCO National Commission in the country of residence (or designated

Ministerial representative) of the selected proposal's project leader, even if the proposal's geographic reach covers more than one country.

## Selection

An advisory panel with representatives of UNESCO, the African World Heritage Fund, the Advisory Bodies to the World Heritage Committee (ICOMOS, IUCN, ICCROM) and the African Union will be designated to review the proposals submitted and select the winning proposals to be funded.

Criteria for selection will be based on innovation and impact of the proposed activities in awareness raising and engagement of youth in the protection and promotion of African World Heritage. Only proposals signed/endorsed by UNESCO National Commissions for UNESCO will be considered.

The maximum number of proposals that will be selected is five (5).

## Rationale and overall purpose



*"At a time of crisis, anxiety and uncertainty, the world's cultural and natural heritage is an invaluable resource that fuels our resilience, helps us find solutions, and brightens the future. This is the role that the African World Heritage, celebrated on this Day, can play for the African populations as well as for humanity as a whole."*

— Audrey Azoulay, UNESCO Director-General, Message on the occasion of African World Heritage Day 2020

The 38th session of UNESCO's General Conference (November 2015) declared **Africa World Heritage Day** (5 May) as an opportunity for people around the world, particularly Africans, to celebrate the continent's unique cultural and natural heritage. While Africa is underrepresented on the World Heritage List (African heritage accounts for approximately 8.5% of all properties inscribed globally), these properties are overrepresented on the List of World Heritage in Danger (30%). In the face of contemporary threats such as climate change, uncontrolled exploitation, poaching, civil strife and instability, many African World Heritage sites are in danger of losing their outstanding universal value. The need to protect and preserve this irreplaceable heritage for the enjoyment of future generations is therefore more urgent than ever.

Working hand-in-hand, UNESCO and the African World Heritage Fund are committed to lead international efforts to harness the immense potential of Africa's cultural and natural heritage as a force for poverty reduction and social cohesion, as well as a driving force for sustainable development and innovation. Through this International Day, UNESCO and the African World Heritage Fund aim to raise global awareness of African heritage, particularly among youth, and to mobilize increased cooperation for the preservation of African heritage at the local, regional and global levels, especially to promote resilience from COVID-19 pandemic.

## Links with UN 2030 & AU 2063 Agendas



In 2015, world leaders adopted the UN Sustainable Development Goals (SDGs) with the aim of ending poverty, protecting the planet, and ensuring prosperity for all. SDG 11 to “make cities inclusive, safe, resilient and sustainable” includes Target 11.4 to “strengthen efforts to protect and safeguard the world’s cultural and natural heritage.” Furthermore, the

New Urban Agenda that was adopted at the 2016 UN Conference on Housing and Sustainable Urban Development recognizes the importance of cultural and natural heritage.



The African Union (AU) Agenda 2063: The Africa We Want also provides a roadmap for safeguarding and sustainably developing cultural heritage through ‘Aspiration 5: An Africa with a Strong Cultural Identity, Common Heritage, Values and Ethics’ and ‘Aspiration 6: An Africa, whose development is people-driven, relying on the potential of African people, especially its women and youth, and caring for children’.

In addition, the celebration of African World Heritage Day will contribute to the visibility of the AU declaration of 2021 as the AU year of the Arts, Culture and Heritage.

### Summary of outcomes, outputs and activities

<b>Outcome 1: World Heritage promoted among African youth</b>
<b>Output 1.1 Awareness raised of African World Heritage through promotion of a regional competition for youth in the Eastern Africa region</b>
<b>Activity 1.1:</b> Preparation and launching of a East African regional competition
<b>Activity 1.1.1:</b> Develop the criteria and launch the competition on African World Heritage Day 2021
<b>Activity 1.1.2:</b> Form an advisory panel with representatives from UNESCO, the African World Heritage Fund, the Advisory Bodies to the World Heritage Committee (ICOMOS, IUCN, ICCROM) and the African Union
<b>Activity 1.1.3:</b> Review and select the winning proposals
<b>Outcome 2: African youth engaged in the promotion and protection of African World Heritage</b>
<b>Output 2.1: At least 5 project proposals supported to engage youth in the protection and promotion of African World Heritage</b>
<b>Activity 2.1.1:</b> Contracts issued to UNESCO National Commissions
<b>Activity 2.1.2:</b> Projects carried out and evaluated
<b>Activity 2.1.3:</b> Promotion, visibility and awareness raising of project activities and outcomes

### Estimated Budget

Activity	Budget	Quantity	Total USD
Project implementation	5000 USD each project	5	25,000