



Practical Guide for Local Managers

Youth on the Trail of World Heritage

2019-2020 Edition

SHORT DESCRIPTION OF THE PROGRAM

The *Youth on the Trail of World Heritage* program consists in pairing schools located in World Heritage cities and making it possible for groups of young people aged between 15 and 18 years old to get acquainted with the notion of World Heritage. Pairings allow students of different cities to virtually exchange their ideas, knowledge and work related to this subject. The students thus become aware of the universal value of their heritage and the challenges involved in the management of heritage on the international level.

Moreover, the OWHC offers a twinning scholarship of \$10,000 CAN, which will facilitate, for one or two groups of students, the organization of stay in their twin city. The young people thus have the opportunity to meet each other more than virtually and to discover *in situ* the heritage wealth of their twin city.

PROCEEDINGS OF THE PROGRAM

The *Youth on the Trail of World Heritage* program lasts over one school year (September 2019 to June 2020 for this edition). Following the announcement of their twinning, the classes will have 4 months to exchange and interact virtually with their twins.

The teachers of the two twinned cities are responsible for establishing the schedule of activities with the support, if needed, of the contact people from the participating cities.

ELIGIBILITY

The participating city must be a **member city in good standing of the OWHC for the past three (3) years or more** (including the current year). A city whose inscription on the UNESCO World Heritage List or membership with the OWHC is less than three (3) years old is also eligible if it has always paid its annual fees since joining the organization.

The participating school(s) must be on the territory of the member city in good standing of the OWHC.

STRENGTHS AND OBJECTIVES OF THE PROGRAM

This project has many advantages. Not only there are no registration fees for the cities that are members in good standing, but it also makes it possible to reach many different audiences: students, teaching staff, school administrators, families, local authorities, etc. Moreover, the international twinning allows students



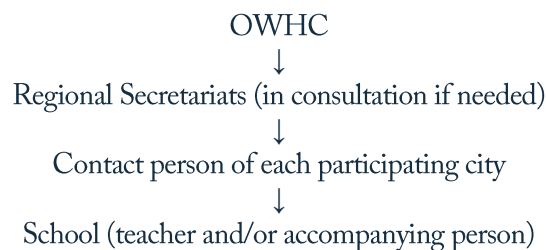
to open their horizons, to become aware of heritage issues on a global scale and to develop a critical thinking about what needs to be done in terms of heritage protection and sustainability.

Objectives:

- To deepen students' knowledge of their city's heritage and to make them reflect on the importance of protecting and valuing it
- To discover another World Heritage City by exchanging virtually with the students of the twin city
- To offer the chance of visiting a twin city with the support of a twinning scholarship

INTERNAL HIERARCHY OF THE PROGRAM

The program is managed by the OWHC, which reserves the right to any final decision during the various stages of the project. Depending on the number of registrations, the regional secretariats will be consulted for the pairing of the cities and for the selection of the scholarship winning cities. Each participating city registered to the program will appoint a person from its administration to be in charge of the program (contact person). This person will act as a bridge between the school(s) of his or her city and the OWHC.



The regional coordinator can also be the contact person if a school from his/her city participate in the program.

RULES FOR PARTICIPATION

The project is first submitted to the authorities of the OWHC's member cities. A contact person must be appointed in charge of the program in his/her city. This person will be responsible for the promotion of the program with the schools of his/her city and to register, for school year 2019-2020, a maximum of two schools. Needless to say, that not all the students of the participating school will engage in this project. **One (1) group must be identified per school.**

It is important to respect the age range of participating students - 15 to 18 - so that all participating classes are more or less at the same level of education and learning.

The contact person will have access, via the website, to posters and banners that he or she may use to promote the program. These promotional tools are available either in French, English or Spanish.



The contact person who wishes to register one or two schools of his or her city must complete the registration form before 11 October 2019. The registration form is available on the page of the program (on the website of the OWHC):

[HTTPS://WWW.OVPM.ORG/PROGRAM/YOUTH-ON-THE-TRAIL-OF-WORLD-HERITAGE/](https://www.ovpm.org/program/youth-on-the-trail-of-world-heritage/)

Once the registrations are completed, the General Secretariat of the OWHC, in consultation with the Regional Secretariats if needed, will propose twinning agreements between two schools located in different cities. The twinning agreements will respect the schools' preferences as to the working language (French, English or Spanish), the age group of the students and the school schedule. The OWHC will try at best, if possible, to respect the schools' preferences as to the twin countries and not to twin transoceanic cities because of the expensive travel costs. It goes without saying that the respect of these last two elements will depend on the quantity and the origin of the candidatures.

If the number of schools registered is odd, the OWHC will first try to find, among the cities registered in the program, another school that would like to participate. If no other schools demonstrate interest, the OWHC will have to cut a school from the program.

Once the twinning's completed, the contact person will have to ensure a close follow-up with the participating school(s) of his/her city and the school(s) of the twin city(ies), as well as with the OWHC. In order to ensure an excellent follow-up with the participating schools, the OWHC also asks for the contact details of the teachers responsible for the participating student groups.

Once the classes are in communication, it will be time for them to start the virtual exchange. All means of communication deemed appropriate by the professors are eligible. It will be described later in this document that the selection of winning schools will be evaluated on 4 elements, a large part of which is based on the virtual exchanges. If the goal of the participating schools is to apply for the travel scholarship, **it is important to be able to prove to the OWHC that the virtual exchanges have indeed taken place.** The best way to do this is to add the Programs Administrator to the various groups and/or to share the pages created with her: ACHAREST@OVPM.ORG

SUGGESTED ACTIVITIES*

- Divide the group in teams and invite them to study their city and the city of the school with which they are paired
- Ask the teams to identify the similarities and differences between their city and their twin city and to examine the urban challenges set by heritage on the international level
- Invite the young people to use social networks in order to exchange more easily: creation of a Facebook group; creation of an Instagram account and a specific hashtag for their group, creation of a blog, exchange of emails, etc.
- Use the **model sheet** as a basis for writing their learning on the two twin cities. The model sheet must include a few pictures of the twin city and short texts on the similarities and differences between the two cities as well as the urban challenges set by heritage on the international level. A model sheet is included below (produced by the OWHC).



- Make some field trips on the World Heritage site of the city
- Invite the students of the two cities to consult the website of the OWHC and the pages of the member cities to discover the importance and variety of cultural wealth in each continent

*Any other activities undertaken by a school are valid, provided they follow the objective of the program.

FINANCIAL AND TECHNICAL CONTRIBUTION

Pre-trip virtual part

No financial contribution is required from the cities that are members in good standing of the OWHC and from the schools to take part in this program. The only contribution requested is to refer to the OWHC if need be, to mention the OWHC in each and every official communication on the program and to work in synergy with all the parties involved in the program (OWHC, contact person, teachers, students, etc.). Another example of a contribution could be the collaboration of a municipal employee specialized in heritage that could be invited to a group meeting or a guided tour of the city with the students of a participating class.

For its part, the OWHC **completely or partially** covers the other costs related to the planning, networking, the website and the study trip of one twinning. Upon request, the OWHC also undertakes to produce and send to every young participant a certificate of participation in the program.

Study trip part

Please refer to the next section.

THE STUDY TRIP

During or at the end of the school year, it is possible and even recommended for a class to undertake a study trip to concretize the discoveries and studies of the students of their twin city. One school only may take part in a trip, or it could be an exchange (the twinned cities may decide to travel to their twin city alternately). **This study trip must be assumed at 100% by the school, both at the financial level and for the planning.** However, in order to facilitate the study trip of a twinning, the OWHC will award a scholarship of the \$10,000 CAN, which is intended to provide financial support for any trip project(s) between 2 twinned classes. Under no circumstances does the OWHC claim to pay with this scholarship for the entire study trip between 2 classes. This scholarship will be awarded following the submission, by the participating schools, of a **Scholarship application file**.

If a study trip is planned by a participating school, it is strongly recommended to carry out throughout the school year fundraising campaigns, grant applications and/or raise the awareness of young people and parents about the cost of such a trip, to check whether it is possible or not.

In addition, whether they ask for a scholarship or not, each twinning is asked to provide the OWHC with a report of their virtual twinning, which will be displayed online on the social medias of the OWHC.



FILING OF THE WORK FOLLOWING THE VIRTUAL EXCHANGE

1. Twining WITHOUT scholarship application: the contact people, together with the teachers, have to produce a **written account of their virtual pairing experience**. The criteria to expose in this account are published online on the page of the project. It is together with this account that the work done by the students will be handed over. The OWHC will post on its website the work done by the participating schools.
2. Twining WITH scholarship application: the contact people, together with the teachers, have to produce a **written account of their pre-trip virtual pairing experience**. The criteria to expose in this account are published online on the page of the project. It is together with this account that the work done by the students will be handed over. The OWHC will post on its website the work done by the participating schools.

In addition to this written account, a **document explaining the stay project has to be handed over**. The schools that are interested in this scholarship must therefore submit a complete file setting for their program, the number of students and the number of adults that will accompany the participants, as well as all the expenses associated with the project, in particular those related to the transportation, the accommodations and the meals. In short, this document includes the description of the trip, the objectives as well as the budget for the trip, including revenues and expenditures. A detailed document with the points to put forward will be accessible on the page of the program on the website of the OWHC.

TERMS AND CONDITIONS OF THE PAIRING SCHOLARSHIP

In order to help them make a study trip, the OWHC will award a scholarship to only one twinning (between two schools), the one that will have demonstrated the most results from their exchanges. The selection of the winning school will be based on these 4 elements, which form the **Scholarship application file**:

1. Virtual exchanges
2. Work submitted (power point)
3. Written account of the pairing experience
4. Description of the stay project

Depending on the quantity of candidacies received, this selection could be done in a two-step procedure. If many submissions are received from a same region, **a first selection at the regional level will be done**: each Regional Coordinator will receive from the OWHC the scholarship application files of the cities from their region, on which he/she will base his/her selection on. Once the twinning selected by the Regional Coordinator, this selection will be sent to the General Secretariat and will thus be on the list for the international level of the competition with the selections of the other Regional Coordinators¹. **A second selection at the international level will be done by the OWHC's Board of Directors**, who will do a

¹ For all the cities that are not attached to any Regional Secretariat, the General Secretariat will be involved in the selection process of the winner at the regional level.



comparative analysis to determine the selection of the big winner. Once the big winner selected, the \$10,000 CAN scholarship will be remitted to the people in charge of the winning cities. If there is only one submission received from a same region, the selection will only be made at the international level (there will be no need to consult the Regional Coordinators in this case).

Important: it goes without saying that the more the work done by the group is of quality and the more the stay project is solid, the more likely it is to win the scholarship. For these two elements to be adequately analyzed, **the General Secretariat needs evidence, which must be clear and detailed.**

Once the big winner selected, the OWHC will ensure to obtain a written and signed document from the schools' teachers who won the scholarship addressing their acceptance or refusal to travel. The scholarship of \$10,000 CAN will be awarded to one school only in the case where just one school actually makes the study trip. If the two paired cities make the study trip, the amount will be divided in two: \$5,000 CAN will be awarded to each school. The scholarship is paid according to the following terms and conditions: a first payment of 90% further to the approval of the study trip, and the remainder (10%) upon receipt of the report of activities. The OWHC will contact the winning schools in due course to announce them the elements they need to expose in this final report of activities. In order to receive the payment of the 10%, it is obligatory to submit this final report to the OWHC and it must be submitted **at the latest two months after the end of the trip.**

The submissions of the works and scholarship applications start on 14 February 2020, and must be filed before 13 March 2020.

Any organization or person receiving financial assistance is required to complete the study trip as submitted and for which he obtained the subsidy. If, for some reason, he is unable to fulfill its obligation, he must officially notify the OWHC as soon as possible. An agreement for the reimbursement or postponement of activities will then be concluded.

Any organization or person benefitting from a pairing scholarship must include the logo of the OWHC on information, promotion and advertising supports relative to the study trip (poster, folder, brochure, advertising, website, etc.) and mention the support of the OWHC whenever operations take place with the media.

SCHEDULE OF THE PROGRAM

4 September 2019

Beginning of the registration of the schools

11 October 2019

End of the registration of the schools

At the latest on 25 October 2019

Communication to cities and schools to announce the twinning and beginning of virtual exchanges

14 February 2020

Beginning of submission of the works and of the scholarship application file



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13 March 2020

End of submission of the works and scholarship applications

At the latest end of April 2020

Analysis of the scholarship applications and selection of the winning schools

Summer (June-September) 2020

Exchange trip

FOR FURTHER INFORMATION

Please contact the programs administrator of the OWHC, Ms. Andr anne Charest:

ACHAREST@OVPM.ORG