

**OWHC Workshop “World Heritage in Young Hands – developing new programs for young people”
Berlin/Germany 18-20 March 2024**

Final Program

OWHC Workshop
Regional Secretariat for
Northwest Europe and North America

Berlin/Germany
18-20 March 2024

**World Heritage in Young
Hands - developing new
programs for young people**





ORGANISERS

OWHC Regional Secretariat Northwest Europe and North America
In cooperation with OWHC General Secretariat and support of City of Berlin -
Landesdenkmalamt

PARTICIPANTS

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15	Stralsund	Steffi Behrendt	sbehrndt@stralsund.de
16	Institute Heritage Studies	Claudia Grünberg	gruenberg@inaberlin.org

COSTS

The fee for the workshop itself, all meals as indicated in the program below, and two nights at the hotel will be covered by the OWHC Regional Secretariat for Northwest Europe and North America for its regional members. Participants from other Regional Secretariats should contact their coordinators for financial support of the expenses (in doubt, just contact Monika and we will find a solution).

Travel expenses have to be paid by each participant/city individually.

HOTEL

We made reservations for all our participants for two nights (March 18-20) at **Motel One, Berlin Alexanderplatz** <https://www.motel-one.com/de/hotels/berlin/hotel-berlin-alexanderplatz/> (please refer to our booking for City of Regensburg).

All extra nights have to be booked directly with the hotel and paid individually by each participant.

VENUES

Please find a map with all important sites and venues marked:

https://umap.openstreetmap.de/de/map/berlin-owhc-workshop-march-2024_53076#15/52.5140/13.4240



CONTENT

Many UNESCO World Heritage sites encounter the problem of developing successful programs for a younger generation. Social media and digitization seem still not being used actively in many WH management units. Our goal is to develop in a 2-day workshop new ideas on how to obtain a sense of ownership and future stewardship for the sustainable management of World Heritage Sites in the younger generation (focus age 12 – 22) and how to encourage the active participation of youth. We are searching for ways to make the youth voice heard on how they could be involved and contribute to World Heritage and its conservation.

We invite you to develop together, in an interactive workshop, an array of tools and collect examples from colleagues on how to shout out to the younger generation. We will also discuss the existing OWHC youth programs (in cooperation with the General Secretariat) and try to come up with new ideas, based on the results of a survey amongst all member cities and young people in our World Heritage cities.

MODERATORS

Verena Röhl studied Urban Planning and Historical Urban Studies at TU Berlin and TU Delft. In 2014/15 she was a volunteer at the National Commission for UNESCO in Suriname, where she supported the set up of the „World Heritage in Young Hands“ Programme. Intrigued by the topic, she did her PhD in Geography Education where she explored young peoples' perspectives on World Heritage. Currently she works as a research assistant at TU Berlin.

Julia Tovote is a researcher, world heritage teamer, and science and sustainability communicator. In her current role as a researcher at Freie Universität Berlin in cooperation with the Natural History Museum Berlin, she focuses on participatory knowledge generation and its role for sustainability. Previously, she worked for several years in science and sustainability communication and as a consultant, for example, at the Institute for Ecological Economy Research, Gesellschaft für Internationale Zusammenarbeit, Goethe Institut and Die ZEIT. As World Heritage teamer, she conducted and developed several educational formats both for cultural and natural heritage.



PROGRAM

Monday March 18th

ARRIVAL in Berlin

- 14:30 Get-together at **Landesdenkmalamt Berlin, Klosterstraße 47**
Welcome on behalf of Director Dr. Rauhut
- 15:30 Tour through the „Alte Stadthaus“ (Old City Hall) with Sabine Ambrosius, Site Manager Berlin UNESCO World Heritage
- 16:30 Walk through Nikolaiviertel with coffee and cake (optional, at own expenses)
- 19:00 Festive Concert at **Nicolaihaus, Brüderstraße 13**
Classical music Vocal and Piano; on invitation of Deutsche Stiftung Denkmalschutz

Tuesday March 19th

Workshop Day 1

Venue

Nicolaihaus, Brüderstraße 13 (conference room)

- 09:00 Good Morning with Coffee and Tea
- 09:30 Introduction by our moderators
- 10:00 Finding a common ground
Interactive format to address the status of the participants regarding communication channels, staff situation etc.
- 10:30 Good & bad examples of youth engagement
Each participant has 5 minutes to present a good and a bad example from their work
- 11:30 World Heritage from the perspective of young people
Insights from research
- 12:00 Lunch Break (Full catering on site)
- 13:00 Getting to know the audience
Discussion with young people to learn about their interests, needs and perspectives
- 14:00 Workshop: Communication concepts
*Aims, target groups, message & strategy: Workshop in small groups to develop communication concepts with real examples from participating heritage cities
(Coffee break during the session)*
- 17:00 Presentation & Discussion of communication concepts
- 17:45 End of our Workshop Day
- 19:00 Dinner at a restaurant „braufactum“, Hausvogteiplatz 3-4 (optional)
- 22:00 Rooftop Bar „Das Baret“ on Humboldtforum (optional)



Wednesday March 20th

Workshop Day 2

Nicolaihaus, Brüderstraße 13 (conference room)

- 08:30 Good Morning with Coffee and Tea
- 09:00 Presentation of World Heritage Volunteers Program
Friederike Hansell, German Delegate at UNESCO
- 09:30 Evaluation of the OWHC youth programs
- *Discussion*
 - *Results from the survey*
 - *Development of new ideas*
- (Coffee break during the session)*
- 13:00 Feedback & Closing Round – Official End of Workshop
- 13:30 Optional Tour – Berlin Museumsinsel
Get to know the World Heritage site with Sabine Ambrosius, site manager
- 15:30 End of the guided tour and our Berlin program
optional visit of one of the museums (we recommend that you book tickets for the museum you wish to visit in advance:
<https://www.smb.museum/en/museums-institutions/all-places-at-a-glance/>)