



2018   
 EUROPEAN YEAR  
 OF CULTURAL  
 HERITAGE  
 #EuropeForCulture

## YOUTH FOR HERITAGE: YOUNG PEOPLE BRINGING NEW LIFE TO HERITAGE • ENGAGEMENT PILLAR

### WHY? • OBJECTIVES

The Year aims to **encourage young people** to better understand and **appreciate** their cultural heritage, and through this appreciation, to **participate and contribute meaningfully to society**. Supporting creativity and talent is central to this objective. For example, young people can engage in projects where their skills can make a difference in protecting, safeguarding and promoting heritage. The Year also aims to increase access to cultural heritage, including by digital means.

### 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 consist of three main components:

#### COMPONENT I - A JOINT PROJECT WITH UNESCO: EMPOWERING EUROPEAN YOUTH THROUGH A YOUNG HERITAGE EXPERTS FORUM

This project aims to raise young people's awareness of the importance of heritage diversity, its conservation, enhancement and transmission. Young experts will be selected through an open call to develop up to 30 projects. A Young Heritage Experts Forum will take place, featuring hands-on activities that provide skills on heritage conservation and preservation.

#### KEY DATES:

- **May-June 2018**  
Start of the UNESCO project
- **May-June 2018**  
Open call for the selection of heritage experts
- **Throughout 2018**  
Implementation of projects led by young people
- **Early 2019**  
UNESCO Young Heritage Experts Forum

#### COMPONENT II - YOUTH VOLUNTEERING FOR CULTURAL HERITAGE WITHIN THE EUROPEAN SOLIDARITY CORPS

This component has two objectives: 1) to inform young people about existing European opportunities for volunteering in the field of cultural heritage, particularly the European Solidarity Corps, and 2) to encourage cultural heritage organisations and sites to host more young people. Possible volunteering activities include acting as guides at heritage sites and museums, supporting professionals in conservation works, conducting digital training or becoming social media assistants in cultural heritage institutions.

Awareness-raising activities will start in March and will continue throughout 2018, with a particular focus on the European Youth Event (EYE) organised by the European Parliament in Strasbourg in June 2018.

Information on existing European volunteering schemes, such as the European Solidarity Corps, will be shared with key stakeholders. Over the longer term, the European Solidarity Corps will become a platform for steering young European cultural heritage volunteers.

#### KEY DATES:

- **7 December 2017**  
a young European Solidarity Corps volunteer testified about his experience in rehabilitating damaged cultural heritage in Norcia at the European Culture Forum (launch of the EYCH)
- **March 2018**  
social media campaign 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 Youth Event (EYE)
- **5 December 2018**  
communication activities during the International Volunteer Day

### COMPONENT III - ENGAGING WITH YOUNG PEOPLE THROUGH A SOCIAL MEDIA CAMPAIGN

The EYCH communication campaign includes a social media strategy targeting young people. Social media activities include:

- an Instagram photo competition (December-January) running until 15 January 2018, the contest aimed to encourage young users to capture Europe's traditions during the festive season
- summer competition (selfie with a monument/heritage site/item) from an unusual angle
- an activation to 'fill Facebook with heritage'
- #EuropeforCulture Instameets across EU Member States

#### KEY DATES:

- **December 2017-January 2018**  
Instagram holiday photo competition
- **September 2018**  
#EuropeforCulture Instameetst
- **Throughout 2018**  
Social media activation

### PARTNERS

- Within the European Commission, services dealing with culture, youth, sport and communication
- UNESCO
- European Youth Forum
- Erasmus Student Network and other Erasmus+ networks



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