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European Union

## EUROPEAN YOUNG HERITAGE PROFESSIONALS FORUM

Zadar, Croatia, 20 to 24 May 2019



### PROGRAMME

MONDAY, 20 May | Deputy's Palace, Zadar

#### INTRODUCTION AND SETTING THE STAGE

**Facilitators/Speakers:** Diadrasis, UNESCO, EU, Croatian Commission for UNESCO, Experts

- 8.30 Transfer to the city
- 9.00 Registration
- 9.30 **Welcome** Ministry of Culture Croatia, UNESCO, European Commission
- 10.20 *Icebreaker Exercise 1*
- 10.30 **Presentation of the Forum:** Objectives and Expected Outcomes
- 11.00 Coffee Break
- 11.30 **Getting to Know Each Other:** Individual Project Presentations 1
- 12.30 *Icebreaker Exercise 2*
- 12.40 **Getting to Know Each Other:** Individual Project Presentations 2
- 13.30 Lunch
- 15.00 **World Heritage and Intangible Cultural Heritage in UNESCO Conventions (1972, 2003)**
- 16.30 **Implementation of the 1972 and the 2003 UNESCO Conventions in Croatia**
- 16.45 **The two Croatian Case Studies Selected for the Forum**
- 17.00 **Introducing the City of Zadar**
- 18.00 **Discovering Zadar:** Guided tour with a focus on the selected World Heritage Site
- 19.00 Transfer to the Hotel
  
- 20.00 Dinner

TUESDAY, 21 May | Deputy's Palace, Zadar

## ENGAGING WITH WORLD HERITAGE

**Facilitators:** Mr Aljosa Spaleta, Tangible Heritage Expert, Croatia  
Ms Ines Yousfi, Associate Project Officer, World Heritage Centre, UNESCO  
Diadrasis

8.30	Transfer to the city
8.55	<b>Group Project Laboratory:</b> Group Selection for Session 1
9.00	<b>Agenda of the Day</b>
9.15	<b>The 1972 World Heritage Convention:</b> Group Exercise
9.45	<b>The 1972 World Heritage Convention:</b> Presentation of Key Concepts
10.30	<b>Identification of the OUV*:</b> The Case Study of the Venetian Works of Defence between the 16th and 17th Centuries: Stato da Terra – Western Stato da Mar
11.00	Coffee Break
11.30	<b>Conservation and Management Challenges of World Heritage:</b> The Case Study of the Venetian Works of Defence
12.15	<b>Technical Aspects of Conservation:</b> Furthering the Case Study of the Venetian Works of Defence
12.30	<b>Round table</b>
13.00	<b>Raising Awareness on Heritage:</b> Preparing the Group Exercise
13.30	Lunch
15.00	<b>Defensive System of Zadar:</b> Guided visit
16.00	<b>Raising Awareness on Heritage:</b> Group Exercise
16.30	<b>Opportunities and Challenges of the preservation of the Venetian Works of Defence :</b> Round Table
16.50	<b>Wrap Up of the Day</b>
17.00	Transfer to the hotel
17.30	<b>Group Project Laboratory:</b> Session 1
20.00	Dinner

\* Outstanding Universal Value



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WEDNESDAY, 22 May | Hotel, Vransko Jezero Nature Park and Maškovića Han, Pakoštane

## ENGAGING WITH INTANGIBLE CULTURAL HERITAGE

**Facilitators:** Ms Tamara Nikolic Djeric, ICH Expert, Croatia, UNESCO trained Facilitator for the 2003 Convention  
Ms Helena Drobná, Programme Specialist, Living Heritage Entity, UNESCO  
Diadrasis

- 7.55**      **Group Project Laboratory:** Group Selection for Session 2
- 8.00**      **Agenda of the Day**
- 8.15**      **Introducing the Case Study: Dry Stone Walling**
- 8.30**      Transfer to the Vransko Jezero Nature Park (ICH Quiz on the Bus)
- 9.30**      **Identification, Documentation and Safeguarding of ICH: the Case Study of Dry Stone Walling**
- 10.15**     **Transmission of ICH: Dry Stone Walling Experience with Local Practitioners** (Hand-on exercise)
- 12.00**     Transfer to the Workshop Venue
- 12.15**     Coffee Break
- 12.45**     **The 2003 Convention for the Safeguarding of Intangible Cultural Heritage: Key Concepts**
- 13.30**     **The 2003 Convention:** Practical Exercise
- 14.00**     Lunch
- 15.30**     **Opportunities and Challenges of Dry Stone Walling Safeguarding:** Round Table
- 16.00**     **Tangible Meets Intangible:** Group Exercise
- 16.45**     **Wrap Up of the Day**
- 17.00**     Transfer to the Hotel
- 18.00**     **Group Project Laboratory:** Session 2
- 20.00**     Dinner



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THURSDAY, 23 May | Hotel

## BECOMING A CULTURAL HERITAGE MESSENGER

**Facilitators:** Mr Sjoerd van der Linde, Communication Expert, Netherland  
Ms Ioana Tamas, Assistant Project Coordinator, Living Heritage Entity, UNESCO  
Diadrasis

- 8.55**      **Group Project Laboratory:** Group Selection for Session 3
- 9.00**      **Agenda of the Day**
- 9.15**      **Heritage and Local Communities: Raising Public Awareness**
- 9.35**      **Visibility and Communication Plan: Emotion Design Approach**
- 10.00**     **Finding the Message:** Group Exercise
- 11.00**     Coffee Break
- 11.30**     **Heritage Communication: Methods and Tools**
- 11.45**     **Becoming a Cultural Heritage Messenger:** Case Study Group Work
- 13.15**     Lunch
- 14.30**     **Public Awareness Activity:** Finalizing Ideas
- 15.00**     **Becoming a Cultural Heritage Messenger:** Preparing the Activity
- 17.00**     **Wrap Up of the Day**
- 17.15**     **Group Project Laboratory:** Session 3
  
- 20.00**     **Intercultural Dinner:** Cooking Together



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FRIDAY, 24 May | City of Zadar

## PILOT PUBLIC AWARENESS ACTIVITY

**Facilitators:** Diadrasis, UNESCO, EU, Croatian Commission for UNESCO, Experts

- 8.00** Transfer to the City Centre of Zadar
- 8.55** **Group Project Laboratory:** Group Selection for Session 4
- 9.00** **Agenda of the Day**
- 9.15** **Becoming a Cultural Heritage Messenger:** Group Activity with a Local Community
- 11.00** Coffee Break
- 11.30** **Becoming a Cultural Heritage Messenger:** Group Activity with a Local Community cont.
- 13.00** **Feedback and Wrap Up of the Day**
- 13.30** Lunch and Transfer to the Hotel
- 15.00** **Drafting the Forum's Message**
- 17.00** **Group Project Laboratory:** Session 4
- 18.00** **Evaluation of the Forum**
  
- 20.00** **Final Dinner and Closing Ceremony**