Taking the movement forward
Preserving our heritage and diversity, to better transmit it to future generations

#Unite4Heritage is a global movement powered by UNESCO that aims to safeguard natural and cultural heritage and celebrate cultural diversity around the world. [www.unite4heritage.org](http://www.unite4heritage.org)

**OBJECTIVE**

The #Unite4Heritage concept was launched mid 2015 at the University of Bagdad, by the Director-General of UNESCO, Irina Bokova, in response to the unprecedented recent attacks on heritage. The movement calls on everyone to stand up against intolerance and sectarianism by celebrating the places, objects and cultural traditions that make the world such a rich and vibrant place.
Key visuals
Key visuals

invites you to join

UNITE4HERITAGE
Powered by UNESCO

a global movement celebrating and safeguarding cultural heritage and diversity

unite4heritage.org

Images (c-c): Roman Revival mosaic (photo by Sophie Richbrong)/ Afghan Heritage (USAF photo by U.S. Air Force T/Sgt Laura K. Smith)
By the numbers

• 2 years
• 118,000 website visits
• 1,000 UNESCO-created campaign posts viewed more than 18 million times in 6 languages
• 150,000 video views – “The Value of Heritage”
• 18 Field Offices organising activities involving 12,000 people
• 20+ museums affiliated
A successful awareness-raising campaign,
  • with a core **institutional audience** (Permanent Delegations and institutional stakeholders);
  • with a series of **events involving young people in the Arab Region + Mali** (Iraq, Beirut, Cairo, Amman, Libya, Doha, Bamako field offices have actively developed U4H activities);
  • mainly activated through **social media and website**.

Since its launch in March 2015, is presented as an “**alternative to the violent propaganda of extremist groups**,” both online and through on-the-ground activities involving thousands of people.”

Focused on **4 pillars** (Cultural Diversity Education; Cultural Expression; Illicit Trafficking; Built Heritage) *with a special attention to the last theme.*
Looking into 2017-2018, #UNITE4HERITAGE will...

• Expand to 2 core targets:
  • younger audience (teens to 30+ years old); and by extension to their parents, teachers and cultural entities that reach them
  • members of UNESCO networks / stakeholders (cultural / tourism entities)

• Widen its geographical scope, and develop initiatives throughout the world (as the campaign’s messages are already relayed internationally)

• Be redefined as a global movement for the celebration and safeguarding of Cultural heritage and diversity worldwide.

• Focus on 3 pillars: Built Heritage; Illicit Trafficking; Cultural Expression
= a simple, transversal message that unites all cultural conventions

<table>
<thead>
<tr>
<th>BUILT HERITAGE</th>
<th>CULTURAL EXPRESSION</th>
<th>HERITAGE COLLECTIONS &amp; ILLICIT TRAFFICKING</th>
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<tbody>
<tr>
<td>World Heritage Convention</td>
<td>Convention for the Safeguarding of the Intangible Cultural Heritage</td>
<td>Convention against Illicit Trafficking of Cultural Property + Recommendation concerning the Protection and Promotion of Museums and Collections</td>
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A simpler message for the **general public** *(young audience)* and a movement based on the principles established by the Declaration on Cultural diversity:

- **Unite4Heritage** is about preserving and transmitting our cultural **heritage** (tangible and intangible), with emphasis on human attempts against diversity due to ignorance and extremism.
GLOBAL ECOSYSTEM

- Media + Digital partners
- Education
  - Schools & Universities
- Youth
  - General Audience
- Governments & National Commissions
- More than 25 museums
- 20 Field Offices

Existing link, to be developed
Link to be created
Communication assets

- [www.unite4heritage.org](http://www.unite4heritage.org) - Dedicated website (current version launched in Nov. 2015)
- New [logos](#)
- Hashtags #heritagestory and #Unite4Heritage
- Twitter account [@Unite4Heritage](https://twitter.com/Unite4Heritage) (launched in Dec. 2016)
- Updated *Partnerships* document
- Video campaign “The Value of Heritage” and Short videos/portraits
- Banners
Video campaign - *The Value of Heritage*

In Nov. 2016, a digital campaign supported the launch of “The Value of Heritage” video on YouTube and Facebook, along with 4 teaser videos.

• special focus on *internationalization* of content: the video is **subtitled in 10 languages** (English, French, Spanish, Arabic, Russian, Chinese, Portuguese, German, Italian and Swedish) - making it the **video with most subtitles** on UNESCO YouTube Channels and Facebook page.

• It is also the **3rd best performing video of 2016** on our YouTube account.

• Across all our social media pages in all languages, the campaign counts with **147,178 video views** (main video: 68,902 views; teasers clips: 78,276 views).

• Audience was invited to share stories about their heritage; some hundred were received.
Notable events - 2015

FEBRUARY
• Adoption of UNSC Resolution 2199

MARCH
• Official launch of the campaign – Iraq

APRIL
• Local launches of the campaign – Lebanon, Egypt, Jordan, Lybia
• Chief Executives Board – Paris

MAY
• Local launch of the campaign – Italy
• Mobilization for Iraqi Heritage
• World Day for Cultural Diversity for Dialogue and Development

JUNE
• Photo & story contest starts
• 39th World Heritage Committee Session
• Launch of Unite4Heritage Global Coalition

JULY
• Emergency Meeting on the Safeguarding of Cultural Heritage in Yemen

AUGUST
• World Heritage Volunteer camps begin
• Photo & story contest closes

SEPTEMBER
• Launch of ‘Protecting Cultural Heritage Partnership’

NOVEMBER
• UNESCO General Conference
• New unite4heritage.org website is launched
• Greetings cards launched

DECEMBER
• Heritage Emergency Fund launched
Notable events - 2016

MARCH
• Local launch of the campaign – Qatar
• Round Table “The movement of cultural property in 2016”
• Inter Parliamentary Union Adopts Landmark Resolution to Protect Culture
• 3rd edition of #MuseumWeek (supported by U4H)

APRIL
• Assessment mission in Palmyra
• Unite4Heritage present at 2nd Heritage and Arts Forum (Riyadh)
• Yemeni Heritage Week – Museums United for Yemen

JUNE
• Europe Lecture 2016 (The Hague)
• “Cultural Diversity under attack: Protecting Heritage for Peace” (Brussels)

AUGUST
• Trial on destruction of heritage in Timbuktu

SEPTEMBER
• WikiLovesMonuments photo contest
• Support from National Museums of World Culture (Sweden)
• New Unite4Heritage logo

OCTOBER
• Launch of school notebooks in Mali
• Extension of the Yemeni Week: “Yemen World Heritage, Archeology Art and Architecture”, Museo d’Arte Orientale (Venice)

NOVEMBER
• Validation of new campaign strategy
• Intl Conf. “World Heritage Sites and Monuments” (Paris)
• UNESCO High Level Forum on Museums (Shenzhen, China)
• Video Campaign “The Value of Heritage”
• Creation of customizable U4H postcards
• Drafting of partnership with Facebook

DECEMBER
• Launch of Twitter account @Unite4Heritage
• Exhibition “Sites Eternels” at Grand Palais, Paris
• Conf. “Iraq and Syria, Archaeological Heritage, Florence”
Notable events - 2017

ONGOING
Part of the intersectorial meeting group for Preventing Violent Extremism (PVE)

JANUARY
• 2nd General Assembly of Youth Committee of the Italian National Commission (Naples)

FEBRUARY
• Local launch of the campaign – Sharjah, UAE
• Signing of agreement RTVE x UNESCO, for the production of short TV programmes
• Swedish Nation Commission for UNESCO launches digital campaign targeting illicit trafficking

MARCH
• First International Coordination Meeting for the recovery of Aleppo’s heritage (Beirut)
• Art for Tomorrow 2017 (Doha, Qatar)

APRIL
• CultureSummit 2017 (Abu Dhabi, UAE)
• International Youth Forum: Creativity and Heritage along the Silk Road (China)
• International Day for Monuments & Sites (April 18)

MAY
• Africa World Heritage Day (May 5)
• Unite4Heritage present at UNESCO NGO Forum 2017 (Riyadh, Saudi Arabia)
• International Museum Day (May 18)

JUNE
• #MuseumWeek → Unite4Heritage is founding partner of this 4th edition

NOVEMBER
• UNESCO High Level Forum on Museums (Shenzhen, China)
They currently support #UNITE4HERITAGE
Powered by UNESCO

Advocacy Partners
rtve  The New York Times  WIKIMEDIA FOUNDATION  OURPLACE™  HISTORY

Partners in Action
ICOM  ICTOP  ICCROM  VÄRLDSKULTUREN  NATIONAL MUSEUM
PAMBANSANG MUSEO  CAMD
THE WALTERS MUSEUM  THE BRITISH MUSEUM  LOUVRE  FREER|SACKLER
ASHMolean  MUSEO NAZIONALE d'ARTE ORIENTALE "GIUSEPPE Tucci"  MUSEO DE L'ARTE ORIENTALE
EUROPA NOSTRA  SMB  STIFTUNG PREUSSISCHER KULTURBESITZ  KUNSTKAMERA
Partnerships - typology

1. Strategic Partners
   → **Partners who will support significantly the U4H movement, by providing funding.**

   In return, they would get great visibility throughout U4H ecosystem.

   They can be: leading museums, National Commissions, ...

   • An agreement between UNESCO and said partners will be signed, in order to engage them durably in the campaign.

2. Partners in Action
   → **Partners who are taking action to support the campaign – and more broadly that work to protect and promote Heritage**

   They can be: Universities, NGO’s...

   E.g. A University creates an educational program surrounding heritage
   E.g. An NGO starts a project that promotes/protects heritage
   E.g. Cultural entities who organize events surrounding heritage

3. Advocacy Partners
   → **Partners who help us communicate and promote our movement**

   They can be: Media outlets, smaller museums and cultural organizations, airports, airlines, hotels, charities...

   E.g. An online news site which publishes our press releases
   E.g. Museum using our media kit
Supported by rtve (Radio Televisión Española)

- February 2017: Partnership agreement signed between UNESCO and RTVE, for the production of 30 short TV capsules highlighting natural and cultural heritage (see news)
• End of 2016: Photo contest “Wiki Loves Monuments” (known to be the largest photography competition in the world)

• June 2017: Upcoming photo exhibition “Unite4Heritage x Wikimedia”, to be shown on UNESCO HQ fences
• January 2017: **300+ participants** at 2nd General Assembly of Youth Committee, Italian National Commission (see [news](#))

• 2017: National campaign “UNESCOedu”, also supporting Unite4Heritage
Collective mobilizations

• The Yemeni Heritage Week

#Unite4Heritage and 10 leading museums around the world joined for the “Yemeni Heritage Week – Museums United for Yemen” aimed at raising awareness on the great richness of Yemen’s culture and history – April 2016. It involved the British Museum, the Louvre Museum, the Metropolitan Museum of Art and the State Hermitage Museum among others.
During the visit of the DDG in Sweden (sept. 2016), official event to announce the support of #Unite4Heritage by the National Museums of World Culture (coordinated by the Swedish National Commission for UNESCO)

- A digital campaign (*national level*) that aims to inform public about illicit trafficking in Syria and Iraq, and prevent the circulation of stolen cultural goods in Swedish antiquities market.

- **Animation video** & **dedicated website**

• #Unite4Heritage joined the Grand Palais and the Louvre Museum to present ‘Eternal Sites’, an exhibition on endangered heritage and archaeological sites of Bamiyan, Khorsabad, Palmyra, the Umayyad Mosque in Damascus and Kerak Castle, thanks to 3D drone-produced images.
Supported by

• In 2016, in its 3rd edition, #MuseumWeek supported Unite4Heritage, by creating a day during the week-long initiative dedicated to Heritage.

→ 3,500 participants from 75 different countries generated +664k tweets in one week, seen +294 million times.

• In 2017, Unite4Heritage will have a more active role in # MuseumWeek (19-25 June):
  o Co-founding partner
  o Board member of the association organizing the initiative
  o Facilitator of partnership with Facebook
  o Once again, a day dedicated to Heritage
## NEXT STEPS

- We need to align *ambitions* and *means*

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<th>Goals</th>
<th>Means to succeed</th>
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| Guaranteeing the development of the campaign                         | Recruitment of 2 dedicated profiles:  
|                                                                      | - Campaign & communication manager  
|                                                                      | - Partnerships manager / field offices liaison |
| Transform website into **digital hub**                               | Redesign of the website (budget: 20k euros) |
| Extending the **geographical scope** of the campaign                 | Relay of Field Offices’ initiatives |
| Develop campaign’s **visibility** at key events                      | Production of marketing assets (posters, banners, postcards, lanyards, tote bags, t-shirts, …) |
| Develop partnerships: **YOUTH**                                      | • Reinforced *Social Media* strategy (production of contents)  
|                                                                      | • Outreach strategy directed at youth activists/entities  
|                                                                      | • Collaboration with WHC (Volunteering), CLT, ED, SHS, CI |
| Develop partnerships: **MUSEUMS**                                    | • Outreach strategy directed at museums  
|                                                                      | • Collaboration with Museums department (CLT) |
| Develop partnerships: **FINANCIAL SUPPORT**                          | Dedicated fund-hunting strategy (to be carried out by Partnership manager) |
| Develop partnerships: **TOURISM**                                    | • Outreach strategy directed at tourism industry  
|                                                                      | • Collaboration with WHC |
| Further develop **media and digital partnerships**                   | • Outreach strategy (press releases & media kits)  
|                                                                      | • Collaboration with Press & Media team (ERI) |
UNITE4HERITAGE.org, an online hub

Editorial strategy

The #Unite4Heritage website has already attracted thousands of people to explore the themes of the campaign and learn about issues related to heritage and diversity.

As part of the campaign moving forward, the web platform will become a go-to destination and a global hub for all cultural heritage and diversity-related discourse. Colourful and vibrant, with a strong use of visual materials and a selection of resources, it will be a place to highlight the ground-breaking work being done in key areas, and the contributions of partners and the general public to the campaign conversation.
UNITE4HERITAGE.org, an online hub

Editorial strategy

STORYTELLING AND CONTENT DEVELOPMENT

In order to better target our young(er) audience, we propose:

• to present the Unite4Heritage movement (its manifesto), and to link it to different Culture conventions
• to publish extended versions of the News (in a format easy to read and share) – i.e. infographics
• to reinforce the Social Media integration throughout the website
• to promote our partners’ and field offices’ initiatives via the Events calendar and the articles (upcoming exhibitions, …)
• to highlight stories from our community (i.e. testimonials from World Heritage Volunteers and teachers, interviews from field experts and Good Will ambassadors, …)
• to make available Resources that will allow the general public and our partners to concretely ‘get involved’ in the U4H movement (i.e. downloadable, studies/publications, infographics, links to other webportals, media kits, …). This type of content benefits from the extensive amount of existing tools produced by UNESCO that, currently, have little (to no) visibility.