



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
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Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Culture Sector World Heritage Centre

Mr Mohammed Said Omar
Agape Centre of Hope
Kikuyu Rd,
Nairobi
Kenya

Ref.: CLT/WHC/PSM/19/CC/45

30 April 2019

Subject : **UNESCO World Heritage Education Programme World Heritage Volunteers 2019 Campaign: Empowering Commitment to World Heritage**

Dear Mr Mohammed Said Omar,

I am pleased to inform you that the action camp project proposed by your organization **Agape Centre of Hope** entitled:

WHV–Mombasa Old Town
03–23 June 2019
Mombasa Old Town, Kenya

has been accepted to be part of the *World Heritage Volunteers Initiative (WHV)* and more particularly, the *World Heritage Volunteers 2019 Campaign – Empowering Commitment to World Heritage*, in the framework of the UNESCO World Heritage Education Programme.

The World Heritage Education Programme aims to increase awareness and reinforce the involvement of youth, at the local and global level in the implementation of the *1972 Convention Concerning the Protection of the World Cultural and Natural Heritage*.

The WHV 2019 Campaign's projects aim to:

- Raise awareness among young people, volunteers, local communities and concerned authorities of the need to protect and promote World Heritage;
- Involve young people in World Heritage preservation through concrete projects at sites;
- Empower young people allowing them to learn skills in basic preservation and conservation techniques and raise their capacity as future decision-makers and global active citizens;
- Strengthen sustainable cooperation between non-profit organizations, site management, communities and authorities;
- Identify best practices and develop non-formal educational tools to facilitate stakeholders' participation in World Heritage education;

- Mainstream gender equality in all stages of the projects and geographical diversity among the World Heritage properties where the action camps take place.

You will find attached the complete list of the WHV 2019 projects and the details of your project. The list is also available online on the UNESCO World Heritage Centre website: <http://whc.unesco.org/en/whvolunteers>.

The projects carried out in the WHV 2019 campaign are granted the authorization to use UNESCO 'Patrimoinito' character. The guidelines for the use of the 'Patrimoinito' character are also attached. Please note that this authorization does not include the use of the UNESCO logo nor the World Heritage Centre emblem.

The World Heritage Centre will send an official information letter, accompanied by the details of your project and the complete list of WHV 2019 projects to the relevant National Commission (with copy to the Permanent Delegation), UNESCO field office and site management authorities. We highly encourage you get in touch with them for support and guidance for the smooth organization and implementation of your project. We also recommend you keep them regularly informed of the developments and results of the activities.

Following your project's implementation, it is vital that your organization submits an evaluation report with additional documents (photos, videos, documents, etc.) that show your project's results and the concrete involvement of young volunteers in the field of World Heritage. This will be useful to make your project and organization more visible.

Should you require further information, please do not hesitate to contact CCVIS (secretariat@ccivs.org) for projects in Africa, Arab States and Latin America; European Heritage Volunteers (info@heritagevolunteers.eu) for projects in Europe; and Better World (whv@betterworld.asia) for projects in Asia with a copy to Ms Ines Yousfi (i.yousfi@unesco.org) at the UNESCO World Heritage Centre.

We look forward to a rewarding collaboration and we wish you a successful project.

Yours sincerely,



Mechtild Rössler
Director

Annex 1

Guidelines for the use of the Patrimonito image



The **Patrimonito** character was created by young people at the First World Heritage Youth Forum in 1995 and designed based on the UNESCO World Heritage emblem which symbolizes the interdependence of culture (square) and nature (circle), as well as a symbol of protection of the World Heritage.

1. The purpose of the Patrimonito image is to popularize and promote awareness of World Heritage preservation and conservation, as well as the activities of the World Heritage Centre among young people.
2. Patrimonito's image/name should be used for projects associated with the World Heritage Education Programme. The main criterion for use is that the project is educational, scientific, cultural, or artistically related to World Heritage principles and values, for non-profit and non-commercial purposes.
3. Patrimonito's image/name should not be placed on products that have no or extremely little educational value. Exceptions to this policy will be considered special events, such as WH Education forums, training courses, seminars, workshops, meetings and conferences. Request for such use should specifically document the manner in which the proposed use is expected to enhance World Heritage Education.
4. Commercial entities are not authorized to use Patrimonito's name/image directly on their products or materials. Permission may be given in exceptional circumstances when compliance with the principles above is observed. To receive authorization, requests must be made directly to the World Heritage Education Programme and will be examined on a case-by-case basis.

Technical specifications for the use of Patrimonito character

1. The character is based on the WHC emblem. Sometimes, manipulation can lead to the image's shape distortion. Please make sure that the head is round (circle) and not oblong or squashed.
2. One colour should be unitarily applied to the entire image. Using multiple colours on the image is not allowed.
3. The UNESCO copyright should be attached to the image, preferably under Patrimonito's foot. Exception to this can occur when authorized by UNESCO.
4. There is no limit on the size as long as the copyright is readable.
5. Sample/model of how the image will be used (visuals) together with the accompanying text (in English) must be sent to UNESCO WHC for validation prior to publication.