

05
MAY

CELEBRATING THE
WORLD HERITAGE
CONVENTION AT 50



African
World Heritage
Day

African
Union

AFRICAN WORLD HERITAGE DAY

African Heritage as a source for
Humanity, Innovation, and Resilience

Proclaimed by the 38th session of the General Conference of UNESCO (November 2015), African World Heritage Day (5 May) is an opportunity for people around the world, and particularly Africans, to celebrate the continent's outstanding cultural and natural heritage.



F O R T J E S U S , K E N Y A

GOALS OF THE CELEBRATION

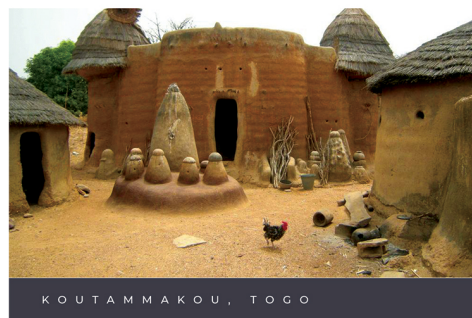
- Strengthen involvement of various actors including local communities, women and young people in the preservation and promotion of Africa's heritage
- Encourage ownership and safeguarding of Africa's natural and cultural Heritage
- Broaden coverage and pertinence of African World Heritage sites
- Increase awareness about the African World Heritage Day and the World Heritage Convention Increase awareness about the African World Heritage Day
- Encourage cooperation, networking and sharing of experiences between and among communities and State Parties across Africa



I S L A N D O F M O Z A M B I Q U E , M O Z A M B I Q U E



V I R U N G A N A T I O N A L P A R K , D R C

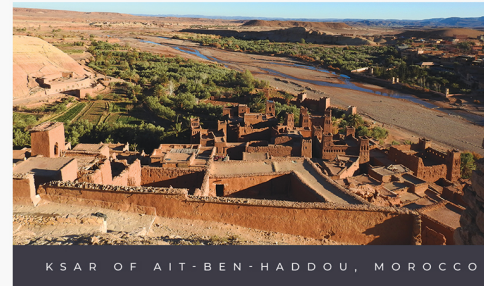


K O U T A M M A K O U , T O G O

HOW TO GET INVOLVED

"CREATIVITY, INNOVATION AND
LEAVING NO ONE BEHIND"

- Lectures and debates in public spaces, educational institutions, media (e.g., webinars) and heritage sites.
- Articles in newspapers and magazines, as well as television and radio broadcasts (e.g. radio talk shows).
- Guided tours and visits to natural and cultural sites (including museums) possibly with free admission or reduced entrance fees.
- Temporary exhibitions (photos, paintings, drawings, etc) in public spaces and institutions celebrating Africa's heritage.
- Hanging banners in public spaces calling attention to the day and the preservation of heritage.
- Cultural events such as open-air cinema, theatre, concerts, performing arts.



K S A R O F A I T - B E N - H A D D O U , M O R O C C O

- Organising discussions in cultural-centres, city halls, and other public spaces.
- Awarding prizes to organisations or persons who have made an outstanding contribution to the conservation and promotion of cultural and natural heritage
- Publication of books, post-cards, stamps, posters focusing on African heritage
- Special awareness raising activities amongst school children and youth (e.g. poetry or drawing/painting competitions)
- Sports competitions and heritage games (e.g., quizzes)
- Mobilise the public for civic action and on-site volunteer hands-on activities (e.g., heritage walks, cleaning campaign, etc)
- Promote contest and events on social media and digital platforms.

POSSIBLE THEMES TO BE ADDRESSED

- Heritage Management and Conservation
- Traditional Management of Heritage Places
- Heritage and Climate Change
- Heritage, Disasters and Resilience
- Heritage in Conflict and Post-conflict situations and Peace Building
- Youth and Women's Involvement in Heritage Conservation
- Heritage and Economics/Entrepreneurship
- Heritage, Sustainable Tourism and Marketing
- Heritage and Sustainable Development
- Heritage Promotion and Awareness
- Heritage, Digital Technologies and Innovation
- Heritage, Legislation and Public Policy
- Heritage and Pan-African Consciousness
- African Heritage and Diasporic Communities
- Reimagining the Futures of African Heritage: 2030 & 2063



HOW TO PROMOTE MAXIMUM VISIBILITY

- Promote African World Heritage Day on your websites and social media
- Engage local, national, and international press, radio or television
- Use social media and local media to create a buzz
- Profile your African World Heritage Day celebrations on AWHF social media and website