

#MyAfricanHeritage

Celebrating African World Heritage

Call for participation

Theme: *"African Heritage as a source for Humanity, Innovation, and Resilience"*

On the occasion of the 50th anniversary of the World Heritage Convention, and as part of the continuation of the **celebrations of Africa World Heritage Day**, under the theme "African Heritage as a source of humanity, innovation and resilience", the African World Heritage Fund is calling on all Africans to participate in the celebration of African heritage during the **Africa Month**. Stand a chance to win three months paid internship or visit to an amazing African World Heritage site by entering **AWHF social media campaign #MyAfricanHeritage** ending on 30 June 2022. This social media campaign aims to raise awareness and appreciation of the significance of World Heritage in Africa as well as the need to preserve African heritage values, wealth and diversity. The contest is open to all Africans living in Africa or in the diaspora.

#MyAfricanHeritage Contest

Participants are invited to use the hashtag **#MyAfricanHeritage** to share a photo, video or written post on AWHF social media network (Facebook, Twitter, Instagram and LinkedIn) addressing the theme "African Heritage as a source for Humanity, Innovation, and Resilience".

Terms and Conditions

Participation should respect the following rules:

- a) All posts should use the hashtag **#MyAfricanHeritage** and tag at least one of the following handles: Twitter: [@African_WH_Fund](#) | Facebook: [@African World Heritage Fund](#) | Instagram: [@africanworldheritagefund](#). The entrant may participate on multiple social media platforms.
- b) Posts should convey a message related to the theme "African Heritage as a source for Humanity, Innovation, and Resilience".
- c) Posts should be made in one of the four official languages of the African Union (English, French, Arabic and Portuguese).
- d) The participant should suggest at least three of their contacts to participate by tagging them on the post (@XXXX).
- e) Participants interested in winning a visit to an African World Heritage Site must indicate the African World Heritage Site they would like to visit in case they win the competition by including in their post a hashtag followed by the name of the site of choice (example: #XXX World Heritage site).
- f) Photos and videos must be of high resolution and the video should not exceed 3 minutes.
- g) Posts must be posted in public mode until 30 June 2022.
- h) The number of posts is unlimited.
- i) All content shared must be the property of the participant. The AWHF takes no responsibility for intellectual property issues that might arise.

Evaluation Criteria

An independent jury comprised of people from different backgrounds (i.e., including AWHF Partners, independent heritage professionals, social media experts, youth organizations) will evaluate the posts based on the following criteria:

- a) The relevance of the posts (i.e., the message conveyed) in relation to the theme "African Heritage as a source for Humanity, Innovation, and Resilience".
- b) The impact of the post measured by the reach and engagements of the post on social media (one post on one platform, counting the number of reactions, likes and shares).

Prizes

Two prizes will be awarded and the winners will be able to receive the prize of their choice.

- A **three-months paid internship** at *Ecole du Patrimoine Africain* (EPA - School of African Heritage) based in Porto-Novo Benin. It includes a round-trip flight ticket (in economy class) and stipend.
- A **weekend trip to a World Heritage Site** (of the winner's choice). It includes a round-trip flight ticket (in economy class), accommodation, meals paid for 2 nights.

Target group

The AWHF social media campaign is open to all Africans living in Africa and in the Diaspora. The Fund invites the participation of a wide variety of stakeholders including site managers, heritage professionals, private sector, youth, local and regional governments, local communities, indigenous peoples, nongovernmental organizations (NGOs), civil society and many other social groups to participate.

Although not eligible for a prize, non-African citizens, friends of Africa, are invited to join the celebration of African heritage of outstanding universal value.