

**Global Awards for World Heritage Education Innovative Cases**

**AWHEIC**

FORM 2023

**2023**

**Application Form**

World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspices of UNESCO

# International Center for UNESCO ASPnet

**Global Awards for World Heritage Education Innovative Cases**

**AWHEIC**

**Application Form**

Please make sure you read the following instructions carefully before filling in the form.

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| 1. The standard application form is prepared by the World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspices of UNESCO (WHITRAP) and shall not be altered in any way. 2. The form must be **submitted in English** by **3**1 **July 2023 at 23:50 (UTC+8)**. 3. Please note that word limits are enforced and that it will not be possible to enter additional text once the limit is reached. Use the “Word Count” function to ensure that your do not exceed these limits. 4. All sections of the Form shall be duly completed. The information provided should not be repeated across different sections unless it is relevant to these sections. In case of lack of information for any of the section(s) or field(s) concerned, the applicant is requested to enter **“No”**. |

1. **Basic Information**
   1. Title of Case：
   2. Applicant (Institution/Individual)：
   3. Contacts
      1. Stakeholder/entity leading the case

（Note: the person in charge will attend the side event and present the case if the case is selected.）

1.3.1.1Name：

1.3.1.2Position and Title：

1.3.1.3Email：

1.3.1.4Telephone number：

* + 1. Communication Contact

（Note: The communication contact will be responsible for supporting the communication efforts during application process. Leave this section blank if the contact are the same as 1.3.1.）

1.3.2.1Name：

1.3.2.2Position and Title：

1.3.2.3Email：

1.3.2.4Telephone number：

* 1. Contact Address：

1. **Case-Study Description** 
   1. Brief synopsis of the proposed case-study (Max.750 words)

The summary should cover basic program description, major participants and partners and targeting groups.

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* 1. Objectives and Results (Max.500 words)

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* 1. Explanation of how the case-study conforms with the selection criteria (Max.500 words for each criterion)

Explanation must be made to justify how the proposed case study meets the 2.3.5 “Exemplary Significance” and at least one more criterion among the other four.

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| 2.3.1 **Innovation:** innovation and explorations made in the concept and approach to heritage education |
| 2.3.2 **Technological Application:** utilizing creative or advanced technology to protect and promote heritage values |
| 2.3.3 **Collaboration:** high-level multilateral cooperation mechanism and innovative model to promote heritage education |
| 2.3.4 **Sustainability:** socially, economically and culturally sustainable and contributing to the sustainable development of heritage site |
| 2.3.5 **Exemplary Significance:** establishing a good role model in terms of the overall or specific approach worthy to be promoted internationally |

**CESSION OF RIGHTS AND DECLARATION FORM**

* + - 1. CESSION OF RIGHTS

I, the undersigned,      ,as a legitimate authorized representative of       (enterprise/institute/organization), hereby grant to WHITRAP, Global Awards for World Heritage Educatio Innovative Cases (AWHEIC) the non-exclusive right to use, publish, reproduce, distribute, display, communicate or make available to the public, in any language or form and by and means including digital, the following material(s), in whole or in part. I grant these rights to WHITRAP irrevocably, for an unlimited period of the time and for the entire world.

* + - 1. DECLARATION FORM:

I, the undersigned,      ,as a legitimate authorized representative of       (enterprise/institute/organization), hereby

1). declare that all the information provided in the entry materials is accurate.

2). Confirm that all entry materials provided is in no way involved in any legal disputes; and

3). confirm that all entry materials are in no way whatever a violation or an infringement of any existing copyright or license, or is/are my own property or have provided with the full consent of the authors/original owners.

Signature of submitter:

Date:

Official stamp：

**Application guideline: documents, formats and requirements**

Submission deadline: 2023.7.31

In order to improve the efficiency of the preparation and evaluation of the application materials, the following format requirements are proposed for the relevant materials:

**1. List of application materials and format requirements**

1) A：Application Form (Core documents)

In English

Folder prefix naming rules :A

1. D: Declaration Form (mandatory)

In English; after filling out, please print and sign it, affix a seal (domestic) and scan it into a separate document (or take a high precision photo)

Folder prefix naming rules :D

1. P: Photo (mandatory)

Provide high quality photos (JPG format, no less than 1MB)

Photos should reflect the characteristics and features of the event. It is recommended to indicate the name of the picture, which will help the evaluation;

It is recommended to divide your documents into two groups: selected photos, not more than 10 (P1), and general photos (P2). It is recommended to send in the form of compressed packages;

Folder prefix naming rules: P, such as P1, P2 ......

4) V (Video): video files (recommended)

Please send with email attachment, 3-15 minutes, labelled video name, AVI format, English or Chinese;

Encourage the provision of high-precision video, which will help experts understand and later promotion;

Folder prefix naming rules: V, such as V1, V2 ......

5) O:(Others): other necessary materials (optional)

Project introduction Powerpoint, relevant media coverage materials and other supplementary materials;

Other necessary materials;

Folder prefix naming rules: O, such as O1, O2 ......

**2．Email format requirements**

Email title format: **region or country + city + case keyword**s;

All materials are in the form of email attachments (i.e. several folders containing A, D, P1, P2, V, etc.);

Designated email address: [44whc@whitrap.com](mailto:44whc@whitrap.com)

Backup email address: creativeheritage@163.com

**Frequently Asked Questions**

**1. Q: Are sites not on the official UNESCO World Heritage List eligible for application?**

**A: Yes.**

* This award focuses on the excavation of heritage values in a broad sense and their dissemination. It is not limited to the official UNESCO World Heritage List. All types and levels of heritage sites, historical villages, monuments, intangible cultural heritage and other relevant cases with certain cultural and natural values can apply.

**2. Q: How to better highlight the characteristics of the case in the preparation of the application file?**

**A: The focus of AWHEIC is to discover, encourage and promote model innovation in the field of heritage.**

* This model of innovation can be reflected in several aspects, including one or more aspects of the concept, technology, multi-party, cooperation, and communication, usually with the help of creative or technological (not necessarily high-tech) means, to achieve a certain degree of forward movement and innovation on the original basis, in some aspect represents the future development trend.

**3. Q: Are the beneficiaries necessarily young people?**

**A: Not necessarily.**

* We believe that heritage education is a broad concept related to all people, including all kinds of formal or informal forms, and the participants and beneficiaries include all sorts of people, including young people.

**4. Q: How to reflect the exemplary nature of the case?**

**A: As much as possible, the case should be enhanced from a professional and theoretical level, thus contributing to spreading and promotion.**

* Please analyze and discuss the characteristics and significance of the case in terms of model development from a more professional perspective, beyond specific means and techniques, so that more people can be inspired by it and thus have exemplary significance for more heritage sites.
* Such exemplary includes both direct and potential or cutting-edge exploratory, such as immature but to a certain extent represents the new direction of the future.

**5. Q: We are from a less developed region. Will some support and assistance during the application be provided?**

**A: Achieving regional balance and providing support for less developed regions are one of the principles of this award, which is mainly reflected in the following aspects:**

* We will give more consideration to social and economic sustainability and the adaptability of technology to the local environment. For example, in less developed regions, appropriate common technology is more effective than high technology;
* We will consider a certain degree of balance, with a certain preference towards less developed regions such as rural areas, Africa, and the Pacific Islands (e.g. the 2021 project from Africa, etc.);
* We may carry out certain technical and professional support pro bono (including but not limited to funding, technology, personnel, etc.).

**6. Q: Can a purely online educational case be accepted?**

**A: Yes.**

* Considering the irreproducibility of heritage value in nature, this award presents a higher threshold for purely online cases.

**7. Q: Is there a limit to the number of applications from one institution (individual)?**

**A: There is no limit.**

* Considering a large number of accepted cases, it is recommended to choose 1-2 projects for application;

• Because it involves the recognition of winners and related global promotion, in principle, there can only be one main application organization for one project.

**8. Q: Will recommendation from experts be accepted?**

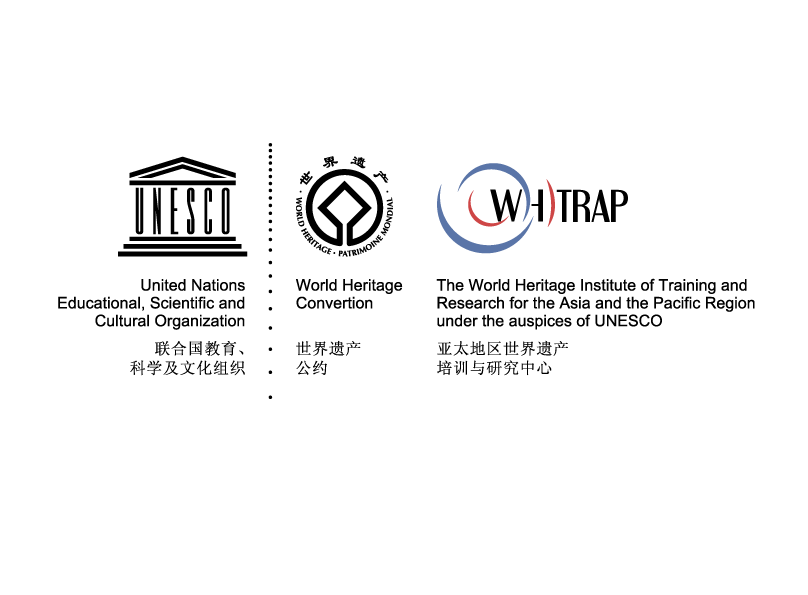
**A: Yes**

* For the better discovery of good cases, we accept third-party recommendations under the premise of excellent cases.

**9. Q: Will bonuses be offered for winning cases?  
A: As an innovation award, AWHEIC offers something more valuable than bonuses.**

* AWHEIC is positioned as an incubator for the future era, which emphasizes the in-depth interaction between the organizer, partners and the award-winning cases. It is more like a membership club that brings together all kinds of international high-end resources to provide comprehensive support for the award-winning cases, including international cooperation, professional exchange, promotion, opportunity matching, technical support, financial support and services.
* AWHEIC has built a strong international cooperation network, including but not limited to UNESCO system, UNOSSC, heritage sites, universities, various foundations, new media, incubators, etc. The winners can connect with them and achieve the value of the cooperation network far beyond the prize.
* As the pandemic ends, we will host various offline events. For specific regional representatives, we will cover all or part of the travel costs.
* The Winning cases in 2023 will have the opportunity to be invited to and present at the 45th session of World Heritage Committee: World Heritage Education Towards a Sustainable Future in Saudi Arabia in September.

FORM 2023



**2023**

**申报表**

联合国教科文组织亚太地区世界遗产培训中心 | WHITRAP

联合国教科文组织联系学校网络中心 | ICUA

全球世界遗产教育创新案例奖

AWHEIC

**全球世界遗产教育创新案例奖**

**AWHEIC**

**申报表**

重要提示：正式填写前，请务必仔细阅读以下说明

|  |
| --- |
| 1. 此表由联合国教科文组织亚太地区世界遗产培训与研究中心提供。填写过程中，不允许以任何形式修改表格格式。 2. 此表格必须以**中文及英文双语**填写，英文表格见第8页至第12页。提交截止日期为**2023年7月31日23：50（UTC+8）**。 3. 请注意，部分栏目有严格的**字数限制**。一旦达到字数上限，则不能继续添加文本信息。您可以通过“字数统计”辅助功能以确保没有超过字数限制。 4. 所有栏目均须填写。除非填写内容与该栏目具有相关性，否则栏目之间的信息不可重复。为确保信息填写的完整性，请在没有额外信息提供的栏目下填写**“无”**。 |

以下为表格正文

1. **基本信息**
   1. 名称：
   2. 申报机构（或个人）：
   3. 联系信息
      1. 负责人（注：如本案例入选，将由负责人参加会议并进行案例汇报）

1.3.1.1姓名：

1.3.1.2职务：

1.3.1.3邮箱：

1.3.1.4电话：

* + 1. 联系人（注：负责申报过程中的具体联系，如与负责人相同可不填写）

1.3.2.1姓名：

1.3.2.2职务：

1.3.2.3邮箱：

1.3.2.4电话：

* 1. 联系地址：

1. **案例阐释**
   1. 概述（750中文以内）

应包含案例基本信息、主要参与者及受益人群等

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* 1. 目标与成效（500中文以内）

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* 1. 对应标准阐述（每项500中文以内）

至少填写两项，其中“2.3.5示范性”为必选项

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| --- |
| * 2.3.1创新性：在遗产教育的理念与方式上有一定的创新与探索 |
| * 2.3.2科技性：充分利用了创意和科技等手段，使遗产价值得到更好的挖掘和传播 |
| * 2.3.3合作性：通过高水平的多方合作机制与模式创新，推动了遗产教育的发展 |
| * 2.3.4可持续性：在社会、经济方面具有可持续性，对遗产地可持续发展有一定贡献 |
| * 2.3.5示范性：在整体模式或具体方式上有一定的国际推广价值和示范意义 |

**授权及责任声明书**

一、授权声明：

本人     ，由     （单位/机构/组织正式名）授权代表     （单位/机构/组织正式名），在此授予联合国教科文组织亚太地区世界遗产培训与研究中心、“全球世界遗产教育创新案例奖”（AWHEIC）主办方及其授权合作方关于本次全部申报材料的非专有权，即以任何语言或任何形式（包括数字方式）地出版、复制、分发、展示或传播以下内容：本次本人代表的本机构所提供的全部或部分材料。本人无条件、无期限地在全球范围内授予联合国教科文组织亚太地区世界遗产培训与研究中心这个权利。

二、责任声明：

本人     ，由     （单位/机构/组织正式名）授权代表     （单位/机构/组织正式名），在此郑重承诺：

1.申报所提供的全部材料均准确无误；

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3.申报所提供的全部材料均有完正知识产权或版权，或已获得原版权人的授权。

签名:

日期:

机构章：

**申报指南：申报文件、格式与要求**

截止时间：**2023年7月31日**

为提高申报材料准备及评审的工作效率，对有关材料提出如下格式要求：

1. **申报材料列表与格式要求**
   1. A（Application Form）:申报表（核心文件）

英文、中英

文件夹前缀命名规则：A

* 1. D（Declaration）:授权及声明书（必选）

中或英，填写后打印并签字、盖章（国内）后并扫描成单独文件（或高精度拍照）

文件夹前缀命名规则：D

* 1. P (Photo):照片文件（必选）

尽可能提供高质量照片（JPG格式，不低于1MB），

照片应反应活动特点与特色，建议注明图片名称，将有助于评审

建议分为两组：精选照片不超过10张（P1）、一般照片(P2)，建议以压缩包形式

文件夹前缀命名规则：P，如P1、P2……

* 1. V (Video):视频文件（推荐）

随邮件附件发送，3-15分钟，标注视频名称，AVI格式，英文或中文

鼓励提供高精度视频，将有助于专家理解及后期宣传推广

文件夹前缀命名规则：V，如V1、V2……

* 1. O:(Others):其它必要材料（可选）

项目介绍ppt文件、相关媒体报道材料及其他补充材料

其它必要材料

文件夹前缀命名规则：O，如O1、O2……

1. **邮件格式要求**

邮件主题格式：**地区或国家+城市+案例关键词**

所有材料均采用邮件附件形式（即包含A、D、P1、P2、V等的若干文件夹）

指定邮箱：44whc@whitrap.com

备用邮箱：creativeheritage@163.com

**常见问题**

1. **问：未列入教科文组织官方世界遗产名录的遗产地是否可以申报？**

联合国粮农组织的全球重要农业文化遗产（GIAHS）是否可以申报？

**答：可以。**

* 本奖项重点关注的是广义遗产价值的挖掘及其传播，不限于教科文组织官方的世界遗产名录，各种类型、层次具有一定文化和自然价值的遗产地、历史村镇、古迹、非物质文化遗产等有关案例均可申报。

1. **问：在申报文件准备中，如何更好突出案例的特色？**

**答：AWHEIC的重点在于发现、鼓励和推动遗产领域的模式创新。**

* 这种模式的创新可以体现在多个方面，包括理念、技术、多方、合作、传播中的一个或多个方面，通常借助了创意或科技（不一定是高科技）手段，在原有基础上实现了一定的前进与创新，在某个方面代表了未来的发展趋势。

1. **问：受益对象一定是青少年吗？**

**答：不一定**

* 我们认为遗产教育是一个广义的与所有人相关的概念，包括各种正式或非正式形式，参与及收益者包含青少年在内的各类人群。

1. **问：如何体现案例的示范性？**

**答：尽可能从专业和理论层面对案例进行提升，从而有助于传播和推广。**

* 要尽可能从超越特定手段和技巧，而是从更为专业的角度分析和探讨案例在模式发面的特色和意义，从而使更多人从中得到启发，从而对更多遗产地产生示范意义。
* 这种示范性，既包括直接的，也包括潜在的和前沿探索性的，比如虽不成熟但在一定程度上代表了未来新方向。

1. **问：我们处于欠发达地区，是否可以在申报方面提供一些支持与帮助？**

**答：区域平衡和对欠发达地区的支持是本奖项的原则之一，主要体现在以下方面：**

* 更多考虑社会及经济可持续性与技术对当地环境的适应性，,比如在欠发达地区，适宜的普通技术比高科技更加有效；
* 会考虑一定的综合平衡，对农村、非洲、太平洋岛屿等欠发达地区有一定的倾斜（如2021年的非洲项目等）；
* 可视情况进行一定的公益性技术和专业支持（包括但不限于资金、技术、人员等）。

1. **问：完全的纯线上教育案例可以申报吗？**

**答：可以。**

* 考虑到遗产价值在本质上的不可复制性，本奖项对纯线上案例提出更高的门槛

1. **问：一个申报机构（个人）的申报有数量限制吗？**

**答：没有数量限制。**

* 考虑到受理申报案例较多，建议选择1-2项进行申报；
* 因涉及获奖者认定及有关全球推广，原则上一个项目只能有一个主报机构。

1. **问：接受专家推荐吗？**

**答：接受。**

* 为更好发现好的案例，在案例优秀的前提下，我们接受第三方推荐。

1. **问：会为获奖案例会提供奖金吗？**

**答：作为一个创新奖项，AWHEIC提供比奖金更有价值的东西。**

* AWHEIC定位于一个面向未来时代的孵化器，它强调主办方、合作方及获奖案例之间的深度互动，它更像是一个会员俱乐部，汇聚各类国际高端资源，可以为获奖案例提供包括国际合作、专业交流、宣传推广、机会对接、技术支持、资金支持等的全方位综合支持与服务。
* AWHEIC构建了强大的国际合作网络，包括但不限于教科文组织系统、联合国南南合作办公室、遗产地、大学、各类基金会、新媒体、孵化器等，获奖者均可与之对接合作，获得远超奖金的合作网络价值。
* 随着疫情结束，我们将举办各种线下活动，对特定地区代表我们将提供全部或部分差旅费用。
* 2023年获奖案例将有机会受邀参加9月在沙特举行的第45界世界遗产大会遗产教育主题边会并进行展示。