

A Global Initiative: Heritage in the 21st century

TRANSFORMATIONAL IMPACTS OF

» INFORMATION TECHNOLOGY

JANUARY 2021

Call for Letters of Intention

Join us as we look for communities across the globe to propose ways in which we can use technology to monitor World Heritage Sites and propose ways to interpret and present the history of a site to tell multiple narratives.

Let us know if you'd like to participate in the discussion and be part of the change. We will support you along the journey as we head into January 2021.

The digital revolution is changing the ways in which people know, understand, use, and visit heritage sites. How is the World Heritage Convention addressing this historical transformation? How can collective knowledge and big data become tools for heritage conservation and foster its integration into comprehensive planning systems? How can IT support transparency in, and access to, decision-making and management processes of the Convention? How can digital technologies, including social media, promote heritage education, awareness and support to the cultural and creative industries?

To answer these questions, we are launching a global competition to highlight transformational uses of technology that increase community engagement in the monitoring, interpretation, and presentation of World Heritage Sites.

This competition is designed to celebrate innovative approaches to fostering engagement in heritage sites through the use of Information Technologies, with a special focus on projects that are grounded in the needs and vision of local communities caring for sites.

We invite you to be a part of this extraordinary competition by connecting with your community members and partner organizations to envision a new way forward for the monitoring and interpretation of a World Heritage property, one that leverages technology to more effectively manage the site, present a more

inclusive history of the site, and spark new understandings of the stories it shares. We also invite innovative uses of technology already in place at sites of memory/heritage that can be models for replication at World Heritage Sites.

Who? Competition entries should be developed and submitted by an interdisciplinary team that can include community members, site custodians, non-profit organizations, academic institutions, and industry partners. Each team developing an entry should be composed of a team leader, a site custodian and multiple community partners.

What? entries should address a specific World Heritage property and describe how technology can be used in innovative ways to meet the goal of deepening community engagement in the monitoring, interpretation, and presentation of the site.

After identifying a concept to propose through inclusive community consultations, the team should develop a summary, no more than 2500 characters, of the proposed approach that describes how citizens will actively contribute to the monitoring, interpretation and presentation of the property through Information Technologies. The summary should be uploaded into the [Letter of Intention](#) submission form or at the following link: https://bit.ly/OWH_IT_LOI

Evaluation: All proposed concepts will be evaluated by 9 April 2021 by a diverse team of experts in heritage, information technologies, and civic engagement. The evaluation rubric can be found at the end of this document.

Mentoring: Based on evaluations of the Letters of Intention, a select group of finalists will be invited to move into the second round of the competition on 6 February 2020. They will receive holistic support by a diverse group of mentors to further develop their proposed concept.

Winners: On 10 April 2021, winners will be announced. Furthermore, the World Heritage Forum @50 will be organized in 2022 to celebrate the 50th anniversary of the World Heritage Convention. The Forum will be an opportunity for exchange among the stakeholders of the Convention and civil society. The meeting will be attended by hundreds of people involved in World Heritage from around the world. The winning projects will be featured at our exhibition booth during the event; the number of winners has yet to be determined.

When? Submit your [Letter of Intention](#) by 29 January 2021 at 11:59 PM CET!
For more information: <https://www.ourworldheritage.org/information-technology>

Transformational Impacts of Information Technology Evaluation Criteria Rubric

Number entry: _____

Site selected: _____

Evaluation criteria	Underperformance (1)	Fair (2)	Satisfactory (3)	Good (4)	Excellent (5)
Selected site	The site is inappropriate for this call.		The site may be appropriate for this call.		The site matches the call.
Team make up	The appropriate members have not been involved in this submission.	Only some of the appropriate members have been involved in this submission.	Most of the appropriate members have been involved in this submission.	The team includes community members in a cursory manner; other appropriate members have been involved in this submission.	The team includes community members in a central manner; other appropriate members have been involved in this submission.
Summary					
<ul style="list-style-type: none"> Core aims 	The core aims have not been discussed in this submission.	Only 1 of the aims has been discussed in this submission.		Both aims have been discussed in this submission.	Both aims have been discussed in this submission in a detailed manner.
<ul style="list-style-type: none"> Issues and challenges 	Issues and challenges have not been discussed in this submission.	Only some issues and challenges have been discussed in this submission; no discussion of how to mitigate these issues.	Appropriate issues and challenges have been discussed in this submission; no discussion of how to mitigate these issues.	Appropriate issues and challenges have been discussed; methods for mitigating these issues have been discussed in a cursory manner.	Appropriate issues and challenges have been discussed; methods for mitigating these issues have been discussed in a detailed manner.
Technologies	The technology is inappropriate for the needs of the site.		The technology may be appropriate for the needs of the site.		The technology matches the needs of the site.

Score = ____ / 25