

## **HERITAGE PLACES AND MEMORY**

**theme #2 CHANGING MEANINGS**

**theme #3 INTERPRETATION & PRESENTATION**

**theme #4 DISSONANT MEMORIES**

**To apply, fill in the case study [application form](#).**

In the framework of the "Our World Heritage" programme (see the website) our approach covers one of the 12 themes of the programme: "Heritage Sites and Memory". On the occasion of the presentation of our work, next September, we intend to identify some examples of good practice that can help public authorities and managers in charge of cultural and natural heritage.

### **GENERAL APPROACH**

All heritage sites can, to a greater or lesser extent, be considered as sites of memory, bearers of intangible values and testimonies of the universality of human experience in time and space. Nowadays, it is recommended to have better bring the intangible values of these sites to light.

The present associate theme on 'changing meaning of heritage places' is calling to explore various emerging methods that are being used to assess and map out the meaning and/or sense of heritage places and their changes. It will explore how digital technologies make it possible to map out heritage meanings for civil society (including youth), the various local and international stakeholders alongside the national presentation by States Parties. Through a webinar, we will also explore how new meanings and associated values can be incorporated into the recognized Outstanding Universal Value of existing World Heritage properties.

Meanwhile, new methods and techniques of interpretation allow a much richer appreciation of the diverse heritage values by the general public. They also make it possible to interpret heritage sites dynamically in line with the rapidly changing views of the past and in relation with contemporary concerns.

Memories associated with a heritage site can be plural and, sometimes, dissonant. For example, there may be the case for sites requiring better consideration of the voices of indigenous populations and cultural minorities, or for sites of discrimination and colonial domination, or even for sites of recent conflicts. An inclusive approach to their interpretation offers possibilities to overcome differences and strengthen social cohesion and dialogue between cultures.

All cultural and natural heritage properties can be issued, whether recognized at the international, the national or the local level, and whether inscribed on the World Heritage List or not. It is recommended World Heritage sites being served as exemplary reference.

### **OBJECT OF REQUEST**

With our partners, we seek to collect some examples of good practice implementing inclusive interpretation. This can be added to existing case studies. A synthesis document will be made widely accessible and would present these examples, with web links for further study.

The participants are invited to specify which of the three issues below they are addressing:

- CHANGING MEANING : Cause of change(conflict, natural disaster, socio-economic change, change of interpretation, etc.), Tools for mapping meaning change(Digital tools, Public consultation (survey, internet, crowdsources, social media, etc.)
- GENERAL INTERPRETATION of a site: How interpretation communicates the values and significance of a site for all stakeholders and the general public, including how interpretation links with contemporary concerns.
- DISSONANT MEMORIES: Cases addressing issues of discrimination against minorities, of colonial domination or of recent conflicts, using an inclusive approach.

The general framework for submitting exemplary practice in inclusive interpretation would be as follows(**TOTAL LENGTH: around 600 words (or 1.5 page)\***):

1. Status of the heritage site (World Heritage, national, local)
2. Main themes associated with the site
3. Current interpretation at the site (short description)
4. Does the site interpretation address: values and intangible values, various meanings and narratives, connection with contemporary social concerns?
5. Site-based communication (theoretical issues, images, video, audio,...)
6. (#2 Changing Meanings Only) What are the main tools used to map and assess the change of meaning? i.e. social media, digital tools, public consultations, stakeholders' workshops, etc.

## **LANGUAGE**

- The general presentation of the case is submitted in **English**.
- A selection of interpretation material related to the site can be presented in **the national / local language**.

## **SUBMISSION DEADLINE**

The documentation should be submitted by **July 31, 2021, 23:59 UCT0**.

## **STEPS OF THE PROCESS**

- 1: **A synthesis of good practices will be produced by mid-August, 2021.**
- 2: A webinar presentation is scheduled for the month of September, 2021:
  - September 13th, Mapping meaning change;
  - September 16th, general issues of **interpretation and presentation**;

- September 23th, heritage sites with **dissonant interpretations**.

The three webinars will share these submissions with a global audience and highlight the most innovative practices.

3: Before the end of the year, a publication will be produced and put online.

Any inquiries on the call for case studies can be addressed to : [memory.owh@gmail.com](mailto:memory.owh@gmail.com) (Heritage Places and Memory Team)

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*\*This call for case studies is conducted under the close cooperation with the Preparatory Office for International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO (WHIPIC).*