



WORLD SCOUTING–UNESCO WORLD HERITAGE RECOGNITION PROGRAMME GUIDELINES



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whc.unesco.org/en/wheducation

World Scouting–UNESCO World Heritage Recognition
Programme Guidelines

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This document is intended for young people wishing to pursue the World Scouting–UNESCO World Heritage Recognition through the Scouts of the World Award Programme. It contains information on what the programme is about and how it works. To get further support, share feedback and ask questions, please contact the World Scout Bureau at educationalmethods@scout.org.

These programme guidelines were produced by the World Organization of the Scout Movement (WOSM) in collaboration with the United Nations Education, Scientific and Cultural Organization (UNESCO) World Heritage Centre, and made possible by Hany Abdulmonem, Carméla Quin, Ines Yousfi, Caitlin Wood and George Michel Botros.

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**WORLD
SCOUTING-UNESCO
WORLD HERITAGE
RECOGNITION**
PROGRAMME GUIDELINES



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INTRODUCTION

Scouts worldwide are committed to their promise to fulfil their duty to create a better world, as the founder of the Scout Movement, Baden-Powell said in his last message in 1941, 'Leave this world a little better than you found it'. Creating a better world is not only a slogan and vision for Scouts, but also a way of life and a value they live.

Throughout the history of humankind, human beings have identified themselves with their culture and heritage, which give them a sense of pride. To a certain extent, our cultural heritage mirrors our national unity. Therefore, the preservation of heritage properties is an important undertaking, as it helps in understanding the story of a race. Heritage includes both the tangibles (monument, landmarks, places, etc.) and the intangibles (stories, dances, food, etc.).

The World Organization of the Scout Movement (WOSM) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) have acknowledged the importance of World Heritage and the need to work together to protect it.

The UNESCO World Heritage Centre protects sites of Outstanding Universal Value through the 1972 Convention concerning the protection of the World Cultural and Natural Heritage, while WOSM is empowering young people through its unique non-formal education method to become active citizens in society.

Driven by their visions, both organisations are collaborating to empower young people worldwide to take the initiative to protect the heritage of the world through the World Scouting-UNESCO World Heritage Recognition Programme. It consists of a badge and certificate, recognised by both UNESCO and WOSM, to be called the Patrimonito-Scout Badge, for the purposes of promoting World Heritage, educating young people and calling on them to take actions for sustainable development. To know more about the Sustainable Development Goals (SDGs), please visit <https://sustainabledevelopment.un.org/sdgs>.

The Scouts of the World Award (SW Award) Programme of WOSM is the educational vehicle that will carry out this initiative. Patrimonito (meaning 'small heritage' in Spanish), which represents a young heritage guardian, has been widely adopted as the international mascot of the World Heritage Education Programme.

This guideline is a comprehensive tool to explain the Why, What, Who, Where and How to help educators and youth leaders to implement the World Scouting-UNESCO World Heritage Recognition Programme (Patrimonito Scout Badge).

The programme should be implemented in full agreement between the National Scout Organizations (NSOs) and the World Heritage site authorities.

Now, more than ever, we need to continue and accelerate the efforts of leaving the world a better place than we found it. Already, young people are leading the way in protecting the world and sustaining its biodiversity, but it is important to also protect its heritage.

WOSM and UNESCO hope this resource will support and encourage young people to continue to be powerful influences in creating and maintaining sustainable communities, and in shaping the future of the world.

PROGRAMME OBJECTIVES

- To raise awareness and mobilise young people, Scouts or non-Scouts, to participate and help in World Heritage preservation and promotion
- To promote active citizenship among young people in the world, which is one of the aims of the UNESCO World Heritage Education Programme and World Scouting's Youth Programme
- To develop World Heritage-related activities that will raise awareness among the younger generation and, help create as well as strengthen interactions between young people and local communities
- To provide a platform through the SW Award Programme for continuous action where Scouts and non-Scouts can deepen their knowledge, gain skills and contribute to cultural issues and sustainable behaviour



World Heritage and common responsibility

World Heritage is the collective property of humanity and not only that of the country where the sites are located. Even if the nation is its rightful owner, the responsibility for its protection is international. This responsibility lies with all citizens of the world, all fully indebted to the present and to the future.

We are all responsible: the people who live at the sites, tourists who visit them, specialists who study them, the media which speaks of them, the states that manage them and the States Parties to the World Heritage Convention.

The concept of universality is our common concern, as only collective action can protect our heritage. Responsibility lies with each young person to be acquainted with and to make known the sites of his/her country, thus investing them with a sacred and inviolable character.

'Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.'

Mark Twain



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PATRIMONITO-SCOUT BADGE PRACTICAL INFORMATION

Who is it for?

Any young person aged 15 to 26, Scout or non-Scout.

Where can I do my project?

Any of the UNESCO World Heritage properties (whc.unesco.org/en/list) or a site inscribed on Tentative Lists (whc.unesco.org/en/tentativelists). This can be within or outside your country and conducted in cooperation with the site management authorities.

What are the steps I need to take for my work to be recognised?

To receive joint recognition from WOSM and UNESCO for your work in the area of World Heritage, follow these steps:

1. First, you must choose if you want to participate in the World Heritage Scout Projects as a camp leader or volunteer. Your role will differ for both cases: as a camp leader you will elaborate the entire project and recruit a team, as a volunteer you will take part in a project already prepared either by fellow Scouts or World Heritage Volunteers (WHV) Initiative.
2. Then, with the help of your country NSO (SW Award national team in particular), you can proceed to the SW Award Discovery stage. You must explore one or several global challenges of today's world which should be related to one or several of the focus areas of the SW Award Programme: development, peace, and/or the environment.

The discovery should focus on a World Heritage property or a site on a Tentative List which is concerned by those challenges. This stage lasts for a few days and is recommended to be in a World Heritage property or a site from the Tentative Lists.

As a camp leader, you will have to choose a World Heritage property (or a site on the Tentative Lists) in your country where you want to implement your SW Award Voluntary Service. Once you have selected the site, you must contact the site management authority(ies) of the World Heritage property with the help of the SW Award national coordinator which will facilitate the connection with them.

The site authorities will help you to determine and identify the challenges/ issues at stake for the preservation and maintenance of the property which require actions to preserve its sustainability. You can inspire other friends/Scouts to join you in this project as a team or volunteer.

As a camp leader, other tasks include the recruitment of other Scouts/or non-Scout volunteer(s) for the project, logistical arrangements (material, transport, accommodation and food), and raising awareness activities on preservation of World Heritage towards local community or visitors at the property.

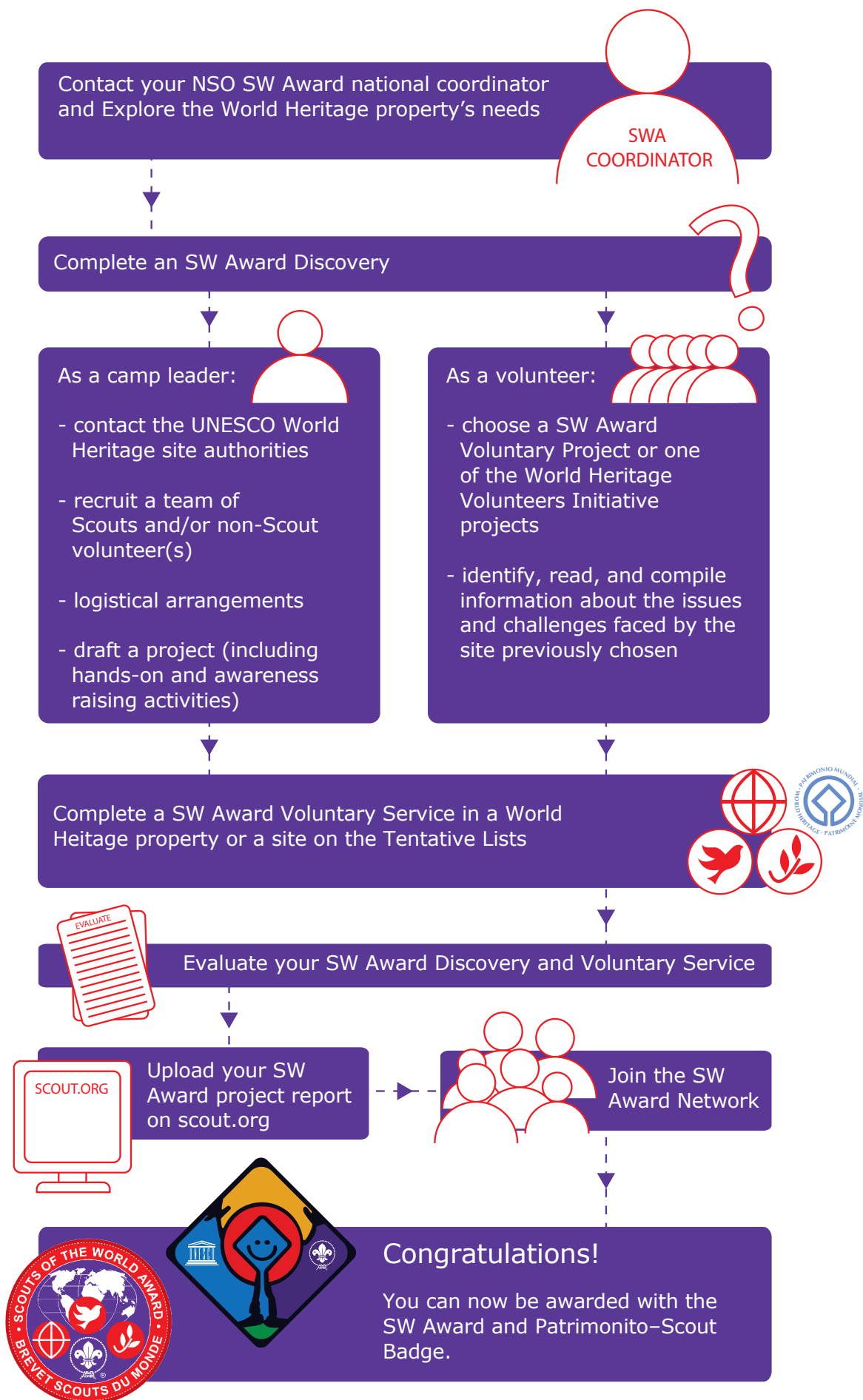
At the end of your SW Award Discovery, you and your team should start drafting a project designed to tackle the issue(s) at stake at the World Heritage property and the community in and around the property. Use the Project Form when planning your project.

As a volunteer, you must choose a SW Award Voluntary Project or one of the WHV projects that you will join as volunteer: <http://whc.unesco.org/en/whvolunteers/>. You may want to contact the project organisation directly to find out more about the activities and the logistical requirements to participate in the WHV project.

In this case, your SW Award Discovery stage will consist of identifying, reading, and compiling information about the issues and challenges faced by a World Heritage property previously chosen. You should also get the help of your country NSO (SW Award national team in particular).

3. Now is the time to execute your SW Award Voluntary Service stage (with the help of the SW Award national team and World Heritage property authorities). The SW Award Voluntary Service stage should last two weeks at least (80 hours). As volunteer, your participation in a SW Award Voluntary Service stage or a World Heritage Volunteers project should last the whole duration of the project you have chosen.
4. Once you have completed your SW Award Discovery and your SW Award Voluntary Service (as camp leader or volunteer), you can then join the SW Award Network by reporting your project on scout.org. You should complete the Evaluation Form of your World Heritage Scout Projects (see attached) and send it to your NSO (SW Award national team).

Finally, the SW Award national team will help you (and your team) to evaluate the project through the SW Award tutor. If your experience fits with the criteria set for the SW Award and World Heritage Education Programmes, you will become an SW awardee and you will also receive the Património- Scout Badge, a World Scouting and UNESCO World Heritage recognition.



DESIGN AND THE SELECTION OF BADGE

The overall design of the square-shaped badge was inspired by the World Heritage emblem, which symbolises the interdependence of culture and nature, and their protection. The Patrimonito character is the main element of the badge, placed in the centre.

The badge also features the iconic logos of UNESCO (temple) and World Scouting (World Scout emblem). The colours were chosen to include the UNESCO blue and WOSM purple evenly to symbolise both organisations working together harmoniously. The complementary colour of green represents grass, which in turn symbolises local actions, and the contrasting colour of orange represent the rising sun of a new day. The red colour in the middle represents the link with the SW Award.

Scouts voted for one of four design options during the 23rd World Scout Jamboree in Japan (28 July-8 August 2015), as well as through WOSM social media channels. The final design was enhanced to reflect the preferences of the majority.

The UNESCO Emblem

This is the emblem representing the temple including the UNESCO acronym, which is part of the UNESCO logo.

The Scout Emblem

It is a symbol of belonging to the Scout Movement. It consists of a field of royal purple bearing the white fleur-de-lys surrounded by a white rope in a circle and a central reef knot at the bottom. It is an essential element of the brand identity of the Scout Movement.



Patrimonito

Patrimonito means 'small heritage' in Spanish and the character represents a young heritage guardian. It has been widely adopted as the international mascot of the World Heritage Education Programme.

Patrimonito was created in 1995 by a group of Spanish-speaking students. The young students designed Patrimonito based on the World Heritage emblem, which symbolises the interdependence of cultural and natural sites. The central square is a form created by people and the circle represents nature, the two being intimately linked. The emblem is round like the world and at the same time, a symbol of protection.



BETTER WORLD FRAMEWORK THROUGH WORLD SCOUT PROGRAMMES

The Scout Movement is committed to creating a better world by involving local communities in Scouting projects and activities. Through this way, society benefits from the Scout Movement as it empowers young people as responsible and committed citizens. Scouting should identify opportunities, both within Scouting itself and externally, for young people and adult volunteers to be active in society and contribute to the achievement of the Sustainable Development Goals (SDGs).

WOSM has worked for many years on finding possible tools that could enhance possibilities for young people to contribute to the positive development of their communities, including opportunities for volunteering, internships, community service and partnership projects with other non-governmental organisations (NGOs).

At a certain point in Scouting history, it became clear that we needed to work on something more appealing for young people to contribute to community development. It was finally found in the World Scout Programmes: the Scouts of the World Award Programme, World Scout Environment Programme and the Messengers of Peace.

The purpose of this section is to highlight the link between the World Scouting–UNESCO World Heritage Recognition Programme, the mission of creating a better world and the Better World Framework.

The three World Scout Programmes, as well as any other programmes and initiatives that happen at all levels, aim to motivate active citizenship in young people, Scout or non-Scout, and inspire them to action. This is how these programmes are working together in a general framework to create a better world in a global network of service, just as Baden-Powell envisioned in the early days of the Movement.

To show how all three programmes are benefiting from each other, you could do one single project that recognises one or more of the programmes using the criteria of each programme as a guideline. These programmes are like a basket of fruit; you may pick one fruit or different kinds of fruits. It is up to you.

For more information on the Better World Framework and other programmes, go to [scout.org](https://www.scout.org).



'We hold the future in our hands, together, we must ensure that our grandchildren will not have to ask why we failed to do the right thing, and let them suffer the consequences.'

UN Secretary-General Ban Ki-moon
(2007)



USEFUL LINKS

World Scouting–UNESCO World Heritage Recognition web page
www.scout.org/patrimonito

The World Organization of the Scout Movement
www.scout.org

Scouts of the World Award web page
www.scout.org/swaward

UNESCO World Heritage Centre
whc.unesco.org



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ANNEX

1. Scouts of the World Award Programme

WHO IS IT FOR?

The SW Award is designed for you if you are between the ages of 15 and 26, whether you are a Scout or not. Non-Scouts must follow the SW Award Programme administered by the National Scout Organization of their country.

HOW DOES IT WORK?

The SW Award Programme is simple and flexible.

1. First, you need to contact your NSO SW Award coordinator. They will then help you to explore one or more of today's global challenges. These challenges are related to one or more of the fields for action: development, peace, and/or the environment. This initial phase of exploration, which lasts for a few days, is called the SW Award Discovery.
2. This will usually be conducted on a Scouts of the World Award base or another appropriate site with a team of other young people. At the end of the SW Award Discovery, you will have begun to explore the challenges and started to draft your project to tackle the issue(s) at stake in your chosen community.
3. After your SW Award Discovery, you will be given the SW Award Passport to keep track of the work you have done. You will then further plan and run the SW Award Voluntary Service that you started planning for during your SW Award Discovery. This project usually lasts around two weeks (minimum of 80 working hours).
4. Once your project is completed, you evaluate it alone (or as a team) and then with the SW Award tutor (a member of the SW Award team that has followed your project from the beginning).

5. If your experience fits with the criteria set for the SW Award, the SW Award national coordinator will let you join the SW Award Network. You just need to provide a brief report of your project to the SW Award Network on scout.org.
6. Finally, you are awarded! You will receive the SW Award badge and the SW Award certificate. You can also continue to contribute to the development of the SW Award Programme and its causes.



‘Young people are a precious group of people and future leaders. We should be exposed to different cultures and environments so we can be aware of what is going on in other parts of the world. This will open our minds and make other cultures more familiar.’

Young Malaysian

HOW CAN I EARN THE SW AWARD?

Once you have completed your SW Award Discovery, your SW Award Voluntary Service and joined the SW Award Network, you will receive the SW Award. It is the only award WOSM proposes for young people!

This challenging award acknowledges your efforts and your learning experience. It also recognises you as an active world citizen capable of understanding global challenges and contributing locally to the improvement of our world. Think global, act local! You now know what it takes to act for development, peace and the environment. You will continue to care and take action to create a better world.

WHICH STRUCTURES SUPPORT THE SW AWARD PROGRAMME?

The SW Award Programme is highly decentralised. It is not a difficult programme to implement or to integrate within an existing Senior Section programme. However, a few structures support it:

The Scouts of the World Award Bases

SW Award Bases are where the SW Award Discoveries take place. They can take a lot of different shapes and should rely on what already exists:

PERMANENT SW AWARD BASES

Around the world, there are thousands of Scout centres and campsites. They are, or can be, SW Award Bases and play a key role in the development of the programme.

TEMPORARY SW AWARD BASES

Temporary SW Award Bases may also be created during international or national events targeting young people aged 15 to 26. Senior Scouts involved in local community projects may also share their experiences with other young people by creating a SW Award Base.

The Scouts of the World Partnership

The SW Award Partnership is formed by NSOs that have adopted the SW Award Programme. It is supported by the World Scout Bureau’s central and Regional offices. The SW Award Partnership is a network of organisations willing to help each other in implementing the SW Award Programme.

The SW Award Partnership can cover various topics including exchanging ideas and resources on the SW Award Programme, exchanging trainers, twinning SW Award Bases, organising youth exchanges, developing partnerships with specialised NGOs and governmental agencies working on the UN post-2015 agenda and Sustainable Development Goals, as well as helping each other in fundraising efforts.

For more information, do not hesitate to contact the World Scout Bureau (educationalmethods@scout.org) with questions or comments regarding the programme.



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2. UNESCO World Heritage Education Programme

The UNESCO World Heritage Education Programme is one of UNESCO's most successful flagship programmes for young people. It was initiated as a UNESCO special project in 1994, as a response to Article 27 of the Convention concerning the Protection of the World Cultural and Natural Heritage, to give young people a chance to voice their concerns and to become involved in the protection of our common cultural and natural heritage.

Through the programme, young people learn about World Heritage sites, the history and traditions of their own and other cultures, sustainable development, and the importance of protecting our cultural and natural heritage. They become aware of the threats that the heritage sites face and learn how the international community can unite to save our common heritage. Most importantly, the young people discover how to contribute to heritage conservation and how to make themselves heard.

This programme, which carried out several activities and projects which aim to further strengthen the involvement of young people in World Heritage protection and promotion and sustain peace, is led by the UNESCO World Heritage Centre in close cooperation with UNESCO Field Offices, National Commissions for UNESCO, stakeholders and civil society. Among them:



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WORLD HERITAGE VOLUNTEER (WHV) INITIATIVE

The WHV Initiative was launched in 2008 to foster meaningful participation of young people in heritage protection and conservation.

It consists of action camps organised by local youth organisations, NGOs, and heritage-related or education institutions. The initiative mobilises national and international volunteers in World Heritage preservation through concrete hands-on projects at sites, development of practical skills, visits and studies to World Heritage sites, and discussions on cultural heritage and preservation issues.

Over the past years, the WHV Initiative has grown tremendously with increasing interest and appreciation for World Heritage protection, preservation and promotion.

For more information, please refer to the following website:

<http://whc.unesco.org/en/whvolunteers/>

THE WORLD HERITAGE YOUTH FORA

One of the major activities of the Programme is fostering intercultural learning and exchange by bringing young people, educators and heritage experts together at UNESCO World Heritage Youth Fora.

The fora, which focus on various issues on World Heritage, serve as a platform to meet youth from other countries and to learn about mutual heritage. They discuss common concerns and discover their new roles in heritage conservation. On an international level, World Heritage Youth Fora are being held in conjunction with the World Heritage Committee sessions.

Young representatives of Youth Fora present their declaration at the World Heritage Committee sessions, sharing the youth's perspective on conservation with the State Parties. Supported by the States Parties, the World Heritage Youth Fora are nowadays also organised at regional level.

For more information, please refer to the following website:

<http://whc.unesco.org/en/youth-forum/>



Did you know?

According to the 2014 WOSM census, the Senior Sections (Venturers and Rovers) together reached a membership of about five million young people. Can you imagine the impact our Movement would make if only 10% of that membership (500,000) leave Scouting every year with the capacity and desire to be active and responsible citizens of the world?

Every year, a new wave of 500,000 young people would join their elders in promoting development projects in their communities. This new wave would represent 500,000 new ambassadors of international understanding, solidarity and citizenship.

In the years to come, Scouting's credibility as a non-formal educational movement will depend on its capacity to bring forth from its ranks tens of thousands of young men and women with the knowledge, skills and motivation to play an active role in society. They will bring about change at local, national, and world level in order to create a more open, fair, peaceful and environmentally sustainable society.

This is the vision of the SW Award. And you can be part of it.

WORLD HERITAGE IN YOUNG HANDS KIT

Developed in 1998, the World Heritage in Young Hands Kit is one of the main tools of the World Heritage Education Programme. The Kit, targeted to secondary-school teachers, was developed on an interdisciplinary approach and incorporates World Heritage values into the curriculum. It shares knowledge about heritage conservation with young people in the form of a journey through the world's cultural and natural heritage.

Since its publication, the Kit has been warmly welcomed by States Parties and has been translated into several national languages versions.

For more information, please refer to the following website:
<http://whc.unesco.org/en/educationkit/>

PATRIMONITO'S WORLD HERITAGE ADVENTURES CARTOON SERIES

Launched in 2002, the project invites young people to advocate World Heritage preservation to their peers by creating storyboards in which they introduce a World Heritage site, present the threats it is facing, and offer solutions to preserve it.

Through international and national storyboard competitions, selected storyboards are then professionally produced as an episode of a cartoon series entitled Patrimonito's World Heritage Adventures.

The project gives the young people an opportunity to engage in a creative activity while encouraging them to propose solutions for the preservation of World Heritage sites. It also raises their awareness on sustainable development issues.

For more information, please refer to the following website:
<http://whc.unesco.org/en/patrimonito/>

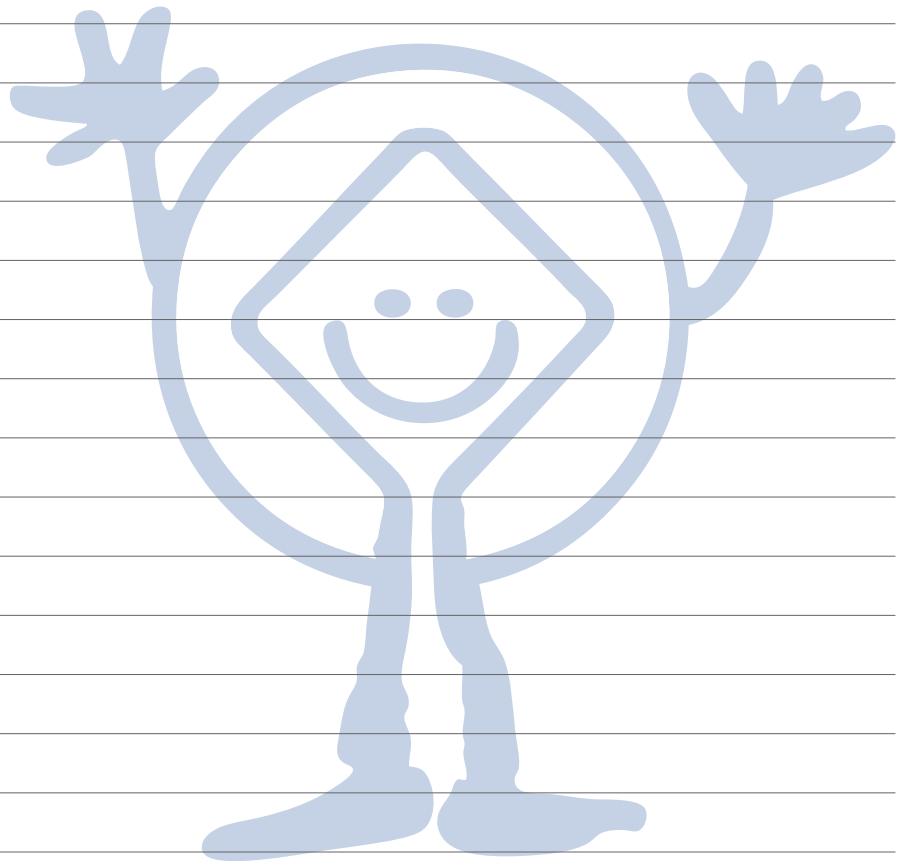
'An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.'

Martin Luther King, Jr.



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NOTES





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