

Summary of Activities of the International Day of Monuments and Sites 2018

1. Background

The 2018 theme of the ICOMOS International Day for Monuments and Sites (“IDMS”) is **Heritage for Generations**, led by the ICOMOS Emerging Professionals Working Group. The International Day of Monuments and Sites 2018 was an opportunity to recall the importance of intergenerational exchanges in safeguarding and promoting heritage. Activities were aimed at fostering fruitful inter-generational dialogue. These included, but were not limited to: conferences, training sessions, roundtables, poster campaigns, evenings with question and answer games between younger and older members professionals and non-professionals, interactive tours of heritage and other sites. The central strategy of the IDMS focused mainly on the dissemination of information on events on social networks.

More information of the 2018 International Day of Monuments and Sites can be found in **Annex A** of the document and it can also be found in the website: <https://www.icomos.org/en/focus/18-april-international-day-for-monuments-and-sites>

2. Results

Aside from ICOMOS National Committees and International Scientific Committees, several heritage organisations and educational institutions outside of the ICOMOS structure also participated in the initiative. This indicates the global significance of ICOMOS in important heritage discourse in the academic and practitioner spheres including the engagement of the general public. The list of the activities submitted to ICOMOS can be found here: <https://www.icomos.org/en/pub/182-english-categories/what-we-do/focus/38999-18-april-2018>

The public campaign included various strategies to engage the global community:

A. Sharing via social networks: **#heritage4generations, #ICOMOS**

Facebook posts from the ICOMOS Page received 26,675 views, documented on 6 May 2018. Detailed information can be found in **Annex B** of the document. Aside from Facebook, the hashtag #heritage4generations was also used in Twitter, Instagram and YouTube. The links below show how the hashtag was used in various social media platforms:

- Twitter: <https://twitter.com/hashtag/heritage4generations?lang=en>
- Instagram: <https://www.instagram.com/explore/tags/heritage4generations/?hl=en>
- YouTube: https://www.youtube.com/results?search_query=%23heritage4generations
- Facebook: <https://www.facebook.com/search/str/%23heritage4generations/stories-keyword/stories-public>

B. Contributing to the **ICOMOS Photobank**

As part of the initiative, IDMS participants submitted photos to the EPWG Communications Team who uploaded the information to the ICOMOS Photobank. These images will be used for future programmes of ICOMOS, particularly on the topic of “Presentation and Transmission of Heritage”. All photo contributions were named “2018 IDMS #heritage4generations” for easy archival. The uploaded images can be found here: <https://www.icomos.org/en/mediatheque>

3. Contact Information

For more information concerning the IDMS 2018, please contact:

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Annex A

18 April – International Day for Monuments and Sites 2018 Theme: *Heritage for Generations* #heritage4generations

The 2018 theme for the ICOMOS International Day for Monuments and Sites is *Heritage for Generations* led by the ICOMOS Emerging Professionals Working Group.

Sharing stories and the transfer of knowledge between generations is a crucial step in cultural development, characterising the human experience since time immemorial.

“The youth of today are the leaders of tomorrow” – Nelson Mandela

The ICOMOS International Day for Monuments and Sites Day 2018 seeks to celebrate:

- **Inter-generational transfer of knowledge:** engagement across the global community to emphasize the importance of knowledge exchange between generations to promote the ICOMOS ethos for the conservation and protection of cultural heritage;
- **Youth leadership:** Emerging Professionals in each country will take the lead in organising events that focus on reaching the younger members of the wider public community by showcasing the creative use of social media.

Communication across generations of heritage practitioners generates enriching exchanges. Combining the knowledge of experienced practitioners with the energy and dynamism of newer members brings about a more holistic approach to ongoing initiatives.

The International Day for Monuments and Sites 2018 is an opportunity to emphasize the importance of intergenerational exchanges when it comes to safeguarding and celebrating our heritage. Activities to foster fruitful dialogue between generations may include, but are not limited to: conferences, lectures, training sessions, round-table discussions, poster sessions, pub nights involving Q&A sessions with younger and older members of professional and non-professional heritage communities, interactive site visits to heritage properties and others.

Information on events will be shared on social media as a central communication strategy of this year’s International Day for Monuments and Sites. The public campaign via social media will include:

A. Sharing via Social Media

From mankind’s earliest cave paintings to the genesis of the printed page, methods of communication continue to evolve. At the dawn of the so-called ‘information age’, heritage practitioners are presented with a multitude of options for exchanging information and voicing their ideas. Communication via social media and digital technologies has become the norm for learning in the classroom, practice and in the field for recording and interpreting.

Employing new communication technologies also facilitates the dissemination of ideas for the protection of cultural heritage. As part of the Day’s initiative, the hashtag **#heritage4generations** will be promoted to encourage individuals and groups to share their experiences with the global ICOMOS community and beyond. Those visiting a monument or attending events may use the hashtag to share why it is special to them and connect with others doing the same.

National Committees in conjunction with their Emerging Professionals are encouraged to:

- 1 Take photographs of ICOMOS Emerging Professionals together with established professionals or a group with a background of a heritage site, monument, cultural landscape or perhaps documenting a cultural practice. Use catchy descriptions of the place, or a short quote or an interesting fact. Be creative! An interesting perspective or description could ignite a fresh view of the heritage site / cultural practice which can capture a local resident’s curiosity!
- 2 Upload the photos to the National Committees’ social media accounts such as Facebook and Instagram. Selected photographs will also be shared via the ICOMOS International social media. For those who would

ICOMOS

Emerging Professionals Working Group EPWG Activities 01: Annex A 2018/05/30

Ver. 1

like to share their copyright-free photos to the ICOMOS International social media or website, please send the photos to epwg.communications@icomos.org (please explicitly mention that they are free of rights and who should be credited). A selection will be posted and added to the ICOMOS collaborative photobank at <https://www.icomos.org/en/mediatheque>;

- 3 Use the hashtags **#heritage4generations** and **#ICOMOS** to help spread awareness of the heritage sites and ICOMOS Translate the **#heritage4generations** hashtag into your local language(s); the **#ICOMOS** hashtag would not vary from language to language;
- 4 Organise and participate in activities such as talks, debates and interviews between different generations of heritage practitioners, and share these via social media.

B. Contributing to the ICOMOS Video Collection

As well as the online sharing of images, ICOMOS National and International Scientific Committees are encouraged to organise forums, conferences, poster sessions, interviews, tours, and other activities that are video recorded and can be uploaded to the ICOMOS YouTube Channel or Facebook Group Page. The aim is to further foster the spirit of knowledge exchange between established practitioners, emerging professionals and the rest of the global community. Some of the video-recorded events will form a video collection captured from various areas of the world, representing the capacity, ingenuity and diversity of ICOMOS members of any age.

National Committees and International Scientific Committees in conjunction with their Emerging Professionals are encouraged to:

- 1 Plan an event that can be video recorded via 'Facebook Live' and shared at the ICOMOS Facebook Group (<https://www.facebook.com/groups/29727787922/>) or to be part of the ICOMOS YouTube Channel (<https://www.youtube.com/channel/UCI39Z5tdf8WTI3Gw7Zr3qRg>).
- 2 Record videos that are not too long, lasting up to one hour for each event or location. The videos do not need to be of professional quality but clear enough for viewers.
- 3 Hold new types of ICOMOS-affiliated events, involving both experienced practitioners and emerging professionals. These events should provide opportunities for emerging and more established members to share their views, research, breakthroughs, and ideas at an official ICOMOS event. These events should be seen as co-learning experiences, enabling the sharing of ideas.
- 4 Produce creative videos on interesting topics on heritage sites or monuments that have received little attention, in order to ignite new ideas on heritage practice and expertise.
- 5 For those interested to share their events on the ICOMOS YouTube Channel, please send the copyright-free videos or video links to epwg.communications@icomos.org so that the videos can be uploaded to the ICOMOS YouTube Channel.

C. Sample Images

Below are sample images of the National Youth Forum on Heritage, a 5-day inter-generational heritage event held in the Philippines in 2015, between heritage professionals and younger people interested in heritage. Various members from ICOMOS Philippines supported the event as facilitators and speakers.

ICOMOS

Emerging Professionals Working Group
EPWG Activities 01: Annex A
2018/05/30
Ver. 1



As an example, the hashtags **#heritage4generations** and **#ICOMOS** were added to the images using the guidelines provided above.

Let us know about your events !

Please inform the ICOMOS International Secretariat on planned 18 April events at the latest by 15 March 2018 so that we can publish them on the ICOMOS website and share your activities among the members of the world-wide ICOMOS family.

Please send the information to: calendrier@icomos.org using the format below (please use short sentences to enable a concise presentation and mention "18 April event – your country" in the email subject line):

Title of your event

Who? **Organizers**

What? **Short presentation of the event**

When?

Where? **Country, town, address**

Official contact

Official website

Attachments: Poster / leaflet

Annex B

IDMS 2018 Summary – Viewing Statistics of IDMS-related activity

1. The ICOMOS International Facebook Page (updated to 06.05.18)

#	DATE	ICOMOS NSC / ISC	NO. OF PEOPLE REACHED	TYPE OF POST
1	15.04.18	Ireland	194	Event
2	15.04.18	New Zealand	834	Poster
3	15.04.18	Holland	955	Poster
4	15.04.18	India	369	Poster
5	15.04.18	General	7288	Poster
6	15.04.18	Spain	857	Poster + Event
7	18.04.18	New Zealand	391	Poster
8	18.04.18	New Zealand	516	Live Video
9	18.04.18	General	1867	Photos
10	18.04.18	Malaysia	205	Event
11	18.04.18	Venezuela	114	Post + Photos
12	18.04.18	Panama	202	Post + Photos
13	18.04.18	Argentina	926	Poster
14	18.04.18	Armenia	683	Poster
15	18.04.18	Ireland	697	Photos
16	18.04.18	ICORP "On the Road"	1324	Event
17	18.04.18	Germany	230	Photos
18	18.04.18	India	409	Photos
19	18.04.18	Mexico	678	Live Video
20	18.04.18	ICTC Press Release	1185	Post + Photos
21	18.04.18	Costa Rica	238	Document
22	18.04.18	Ireland	161	Event
23	18.04.18	Mali	743	Live Video
24	22.04.18	General "thank you"	5609	Photos

- Total No. of people reached (there are duplicates): 26,675.
- Note that these numbers are related only to the ICOMOS International Facebook page. Hence, there might be higher numbers of people reached in the case of shared by the ICOMOS National Committee and International Scientific Committee pages posts, not represented here.

2. The ICOMOS Emerging Professionals / Professionnels Émergent Facebook Page (updated to 09.05.18)

#	DATE	ICOMOS NSC / ISC	NO. OF PEOPLE REACHED	TYPE OF POST
1	18.04.2018	New Zealand	65	Live Feed Panel Discussion
2	18.04.2018	Germany/ AG2020	79	Guided Tour
3	18.04.2018	New Zealand	87	Walking Tour
4	18.04.2018	Mali	82	Conferences
	18.04.2018	ICOMOS Cultural Tourism Press Release	63	Post + Photos
5	19.04.2018	ICTC Press Release	89	Post + Photos
6	19.04.2018	India West Zone	95	Dialogue
7	20.04.2018	Heritage Montreal	71	Round Table
8	20.04.2018	Netherlands	78	intergenerational dialogues
9	20.04.2018	Japan	99	Meeting and discussion
10		General thank you	97	