



African World Heritage Fund
under the auspices of UNESCO



sport, arts & culture
Department
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



5TH AFRICAN WORLD HERITAGE YOUTH FORUM

THEME:

Youth, Entrepreneurship and Heritage
Sustainability:
Building The Africa We Want



APRIL 29 – MAY 5, 2021
VIRTUAL FORUM

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5TH AFRICAN WORLD HERITAGE YOUTH FORUM

Youth, Entrepreneurship and Heritage Sustainability: Building the Africa we want

29 APRIL – 5 MAY 2021, ONLINE CONFERENCE

CONCEPT NOTE

1. Background: A way to empower African young generations through World Heritage

The 5th of May marks the African World Heritage Day, an international day proclaimed by UNESCO Member States in November 2015 to celebrate the exceptional cultural and natural heritage of the African continent. Since 2016, as a build-up to the African World Heritage Day, young people (i.e. individuals aged 18 to 35) from all over the African continent come together in the African World Heritage Youth Forum to discuss and debate their involvement in the conservation, management, and promotion of World Heritage. The African World Heritage Youth Forum target motivated, active and driven African youth interested in engaging in a World Heritage network and eager to implement the outcomes of the Youth Forum in their home countries and among their communities.

The close cooperation between the African World Heritage Fund (AWHF), UNESCO (World Heritage Centre, UNESCO Field Offices) States Parties to the World Heritage Convention (South Africa, Burkina Faso, Mozambique, and Ethiopia) and other partners has ensured the successful implementation of the past four editions of the African World Heritage Youth Forum: 2016 in Robben Island (South Africa), 2017 in Gaoua (Burkina Faso), 2018 in Island of Mozambique (Mozambique) and 2019 in Addis Ababa (Ethiopia) (annex A). The following results were achieved:

- Over 138 young people from 46 African countries trained and mobilized for preservation and promotion of World Heritage in Africa;
- Increased awareness and mobilization of African communities across the continent through the celebration of African World Heritage Day on the 5th of May.
- Creation of a platform for dialogue, networking, and exchange of ideas among youths and experts on World Heritage in Africa;
- Development of professional networks that strengthen youth participation in the safeguarding of Africa's heritage at local, national, regional, and continental levels.
- Increased visibility of the role of African youth in preserving African heritage through extensive media coverage (national and internationally), social media networks and presentation of results at international platforms such as the sessions of the UNESCO World Heritage Committee meetings;
- Creation of an African Youth Declaration expressing aspirations of the youth and guiding the participation of the youth in the implementation of the World Heritage Convention in Africa.

Due to the Covid-19 pandemic, this year the 5th edition of the African World Heritage Youth Forum will be organized on an online platform under the theme *Youth, Entrepreneurship and Heritage Sustainability: Building the Africa We Want* on the 29 April to 5 May 2021. The Forum is organized by the African World Heritage Fund (AWHF), International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCRUM), UNESCO World Heritage Centre, the African Union Commission (AUC) and the Africa Business Group (ABG).



2. 5th African World Heritage Youth Forum

2.1. Youth, Entrepreneurship and Heritage Sustainability in Africa

Youth are the 'torchbearers' of the African Union's Agenda 2063 - The Africa We Want - and the United Nations 2030 Agenda for Sustainable Development and have a pivotal role to play both as beneficiaries of actions and policies under the Agendas and as partners and participants in their implementation. Aspiration 6 of the Agenda 2063, explicitly calls for an Africa whose development is people-centered, relying on the potential offered by African people, especially women and youth. According to the UNOPS Africa is the world's youngest continent, as the proportion of youth among the region's total population is higher than in any other continent.

According to the World Bank, young people (age 15-24) represent 60% of all the unemployed Africans and the International Labour Organization (ILO) reported in 2016 that up to 70% of African workers are poor workers - the highest rate in the world - and that the share of young people working poor has increased by up to 80% in the past 25 years. The African Union Agenda's ten-year implementation plan aims to achieve a 25% reduction in unemployment by 2023 and to specifically reduce youth and women's unemployment by 2% per year. Entrepreneurship has been identified as a key driver towards the structural economic transformation envisioned in agenda 2063, with the potential to create millions of jobs, reduce poverty and generate innovations in fields contributing towards sustainable development on the continent.

There is a strong potential for investment in supporting and strengthening the heritage sector in Africa for the youth, creating momentum for heritage assets, generating income and creating jobs, protecting identities, promoting cultural diversity and social inclusion. Yet, the cultural and natural heritage in Africa is exposed to a number of threats related to climate change; loss of traditional know-how, customary and intangible practices; insecurity, acts of vandalism and armed conflict; and lack of visibility as well as issues related to unsustainable promotion and tourism development. Therefore, addressing the challenges of heritage promotion, management and conservation of heritage in harmony with sustainable development in the continent requires a multi-pronged approach grounded on the active involvement of the African youth through concrete actions.

It is within this context that ICCROM, in partnership with the AWHF and other African institutions such as the School of African Heritage (EPA) in Benin, developed the ICCROM-Africa Programme: Youth.Heritage.Africa, a 10-year continent-wide program, which aims at creating economic value, investing in social and human capital, and fostering innovation, creativity, within the cultural heritage sphere in accordance with the UN Sustainable Development Goals 2030 and the aspirations of the African Union's Agenda 2063. As part of the wider efforts to make the heritage of Africa a source of inclusive and sustainable benefits for its youth and within the framework of the ICCROM - Africa Programme, the AWHF in collaboration with ICCROM and the Africa Business Group, is organizing the 5th edition of the African World Heritage Youth Forum to be held in April 2021 online under the theme Youth, Entrepreneurship and Heritage Sustainability: Building the Africa We Want.

2.2. Objectives

The 5th edition of the African World Heritage Youth Forum is a capacity building module focusing on leadership and entrepreneurship within the current AWHF training programs on World Heritage. The objectives of the Youth Forum are as follows:

- Empower African youth through training and mentorship that will equip them with innovative and creative entrepreneurship skills in the field of heritage (e.g. business opportunity identification and evaluation, business management, financial resources mobilization, financial sustainability and innovation, entrepreneurial mindset skills, communication and networking)



- Mobilize young people and harness youth creativity and innovation in World Heritage promotion and sustainable development efforts in Africa;
- Provide an opportune platform for the creation of networks, exchange of knowledge, sharing of experience and success stories between and among the youth across Africa;
- Raise youth awareness and appreciation of issues and threats facing Africa's World Heritage while stimulating their involvement in entrepreneurship activities that could bring direct economic benefits to local communities living in or around World Heritage sites in Africa;
- Encourage youth to become responsible guardians of World Heritage sites across the region;
- Encourage youth to improve their innovation and creative capacities in developing sustainable initiatives in their countries, which take into account the present-day issues and Aspirations of the African Union Agenda 2063 and the 2030 Sustainable Development Goals;
- Use the results and discussions from the virtual online Forum as a build up for the 6th edition of the African World Heritage Youth Forum;
- Provide two grants to participants who have shown innovation and implementable business projects.

Expected outcome

At the end of the Forum participants are expected to:

- Gain innovative and entrepreneurship knowledge and skills in business opportunity identification and evaluation, business management, financial resources mobilization for business start-ups and/or expansion, entrepreneurial mindset skills, communication and networking, business plan development and sustainability, to be applied to World Heritage and around World Heritage Sites.
- Be able to identify innovative and creative ideas, products or processes in the heritage field that can be used to form successful and sustainable business ventures and contribute to the overall preservation of heritage.
- Assess their own personal work product(s) - and critique those of their fellow participants - with regard to thoroughness, creativity and identify the most recognized sources of potential funding and financing in the heritage field for their own business start-ups and/or expansion.
- Produce a feasibility study of their business concept and develop a business plan for their own business start-ups and/or expansion.

Format of the Forum

The five-day Forum will consist of interactive oral presentations from youth participants and experts from different fields (e.g. business, leadership, heritage, etc.) combined with hands-on activities, group discussions and workshops. The Youth Forum will be implemented fully online. The results of the Forum will be presented on the last day of the Forum during a prize giving ceremony. Three participant who exhibits great understanding of the work learnt throughout the Forum and best business pitch will win a prize. The evaluating panel will include the mentors and coordinators who had been apart of the Youth Forum and can witness the progress in these winners. The 5th of May will be celebrated in collaboration with the Africa Unit of the World Heritage Centre who will be hosting a webinar on Arts, Culture and Heritage: Levers for Building the Africa We Want. The webinar will present the implementation of the 1972 Convention, with concrete examples of activities in Africa, as well as participate in an open debate on the prospects for the continent. To ensure that the program is of optimal value, there will be an added pre-Forum workshop that is intended to help the participants understand varies concepts of entrepreneurship, key areas of an enterprise/ social enterprises so that participants can develop sustainable, scalable, and "bankable" business venture. In partnership with the acceleration firm, Impact Amplifier, will provide their business start-up operating system into the 2021 Forum in the format of an online course. The pre-Forum will also explore how the participants can apply entrepreneurship with heritage in Africa This pre-Forum will also allow participants to network with each other and form relationships prior to the Forum. The pre-Forum will commence three weeks prior to the Youth Forum.



Participants

Thirty-seven (37) young entrepreneurs from all African countries will be selected for the Forum. Applicants must fulfil all of the following requirements:

- African citizen between the ages: 18 - 35;
- Minimum requirements: a post-secondary certified training and/or qualification;
- Fluency in English (being the working language of the Forum) and ability to communicate in at least one of the other three official languages of the African Union (Arabic, French and Portuguese);
- Personal attributes: motivated, active and driven individuals interested in learning how to assess the viability, feasibility, and desirability of new business ideas while engaging in a World Heritage network of young Africans eager to implement the outcomes of the Forum in their home countries;
- Professional attributes:
- Social entrepreneurs or anyone looking to start a social enterprise in need of assistance to implementing their projects relating to heritage;
- Entrepreneurs and business owners who need to find new ways to create value in the market while championing sustainable conservation of promotion of Africa's World Heritage;
- Involved in the heritage field and familiar with working with and around African World Heritage sites;
- Acquainted with online media and digital platforms (social media e.g. Snapchat, Facebook, WhatsApp, Twitter, Instagram etc.).

Working language

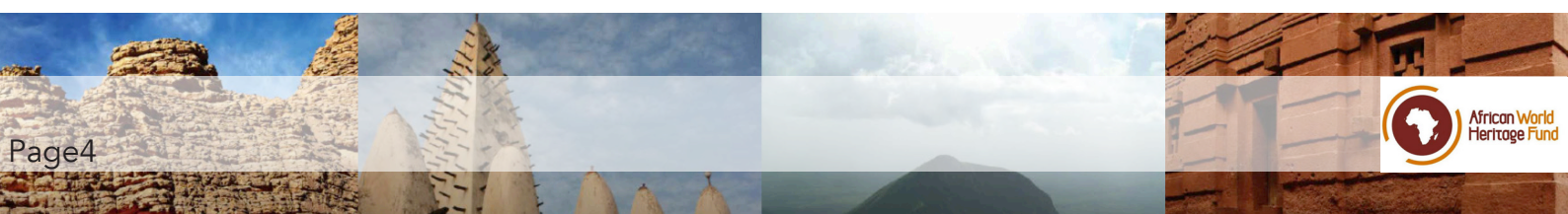
The primary working language will be English. However, the African World Heritage Youth Forum promotes the idea of a greater regional integration by advocating the principle that participants should be able to overcome language barriers and interact with facilitators and amongst themselves in other official languages of the African Union (Arabic, French or Portuguese). The preliminary sessions of the Youth Forum will include French interpretation.

Venue: Zoom

The online Forum will be implemented using Zoom. This platform enables instant messaging, audio and video calling, online meetings, webinars, mobile experiences, and extensive web conferencing capabilities. Zoom makes it easy to develop online training courses by allowing the creation of groups of participants able to share lectures, course material and undertake debates. This platform also allows the creation of different breakout rooms that represent classes or different topics of discussion. This will enable an interactive platform between organizers, speakers and participants. Zoom platform is easy to use and is available on mobile and PCs.

Budget and partners

An estimated budget of USD 12,000 is required for financing the implementation of this activity. These funds will cover the development of course material, logistic expenses of participants, experts/facilitators, and representatives of the various institutions, hiring of experts/facilitators and communications. The costs for the Forum will be covered by ICCROM and AWHF.



5TH AFRICAN WORLD HERITAGE YOUTH FORUM

Youth, Entrepreneurship and Heritage Sustainability: Building the Africa we want

29 APRIL – 5 MAY 2021, ONLINE CONFERENCE

PROGRAM

TIME (GMT+2)A	THURSDAY 29TH	FRIDAY 30TH	MONDAY 3RD	TUESDAY 4TH	WEDNESDAY 5TH	
Reporting	Mr. Renaldy Nkhogo Beyene	Mr. Emmanuel Wabwire	Ms. Njeri Mbure	Mr. Emmanuel Wabwire	Africa World Heritage Day Celebration	
Moderator	Dr. Albino Jopela (AWHF)	Dr. Muhammad Juma (WHC)	Mr. Espéra Donouvoissi (ICCRUM)	Ms. May Shaer (WHC)		
PRELIMINARY SESSION – THEORY & DISCUSSION						
10:00 - 11:30	<ul style="list-style-type: none"> Welcome & opening remarks by Dr. Albino 5th African World Heritage Youth Forum: background & expected results by Mr Michael Sudarkasa (AGB) Building the Africa we Want: African Union Agenda 2063s , Arts, Culture, and in Africa by Ms. Angela Martins (AUC) World Heritage Convention and Sustainable Development in Africa by Dr Muhammad Juma (WHC) Entrepreneurship and Heritage Sustainability in Africa by Mr Souayibou Varissou (AWHF) Discussion Session (Participants) 	<ul style="list-style-type: none"> Introduction to Entrepreneurship (ABG) Case Studies on entrepreneurial opportunities in heritage: <ul style="list-style-type: none"> Community Development (ABG + (IUCN- Dr Youssouph Diedhiou) Culture and Tourism (ABG) Infrastructure and Technology (ABG) Lessons learnt from Pre-Forum and participants experiences (ABG + Participants) Discussion Session (Participants) 	<ul style="list-style-type: none"> Entrepreneurial Culture and Technical Entrepreneurial Skills (ABG) a) Case Studies on Technical Entrepreneurship skills: <ul style="list-style-type: none"> Community Development (Participant- Mr Ruot Kedok Dar Lam) Infrastructure and Technology (Credipple-Mr. Kgololo Lekoma) Culture and Tourism (ABG) Discussion 	<ul style="list-style-type: none"> Welcoming and summary of lessons learnt from 2021 Youth Forum (ABG- Mr Michael Sudarkasa) Discussions 	10:00- 12:00	Webinar: Arts, Culture and Heritage: Levers for Building the Africa We Want
11:30-11:45 - TEA BREAK						
Reporting	Mr. Renaldy Nkhogo Beyene	Mr. Renaldy Nkhogo Beyene	Mr. Emmanuel Wabwire	Ms. Njeri Mbure	Ms. Njeri Mbure	
Moderators	Mr Espéra Donouvoissi (ICCRUM)	Dr. Albino Jopela (AWHF)	Dr. Muhammad Juma (WHC)	ABG- Mr Michael Sudarkasa	ABG- Mr Michael Sudarkasa	
11:45 - 13:00	<ul style="list-style-type: none"> Introduction of participants and their expectations (Participants) Previous Youth Forum experiences and where they are now (Ms. Njeri Mbure, Mr. Emmanuel Wabwire, Ms. Avenir Meikengang) Introduction to Business Plan Canvas (ABG) Question and Answer Session 	<ul style="list-style-type: none"> Overview of Challenges Youth Face in Entrepreneurial space (ABG) Challenges and Solutions of Youth Entrepreneurs in Heritage (Presentations of Case studies from two participants, Ms. Njeri Mbure, Mr. Emmanuel Wabwire) Discussion (Participants) 	<ul style="list-style-type: none"> Sustainability in Heritage (ICOMOS- Dr Ishanlosen Odiava) Case Studies on Heritage Sustainability: Community Development (ABG), Infrastructure and Technology (Ms. Rim Kelouaze) Culture and Tourism (Ines Yousofi) Discussion Session (Participants) 	<ul style="list-style-type: none"> Presentations of business pitches (Participants) 	13:00-13:55	<ul style="list-style-type: none"> Welcome by Mr Michael Sudarkasa (ABG) Opening remarks by Mr Souayibou Varissou (AWHF) Opening remarks by Ms Angela Martins (AUC) Opening remarks by Dr Mechtild Rössler (UNESCO WHC)
13:00-13:45 - LUNCH BREAK					13:55-14:05	<ul style="list-style-type: none"> Keynote address by Dr Webber Ndoro (ICCRUM) Summary of the Youth Forum (ABG Michael)
BREAKOUT GROUP SESSION - PRACTICAL						
Moderators	<ul style="list-style-type: none"> Community Development Mr. Michael Sudarkasa Ms. Njeri Mbure Mr. Kevin Kahatano Infrastructure and Technology Ms. Agai Jones Ms. Mignonne Karugu Mr. Renaldy Beyene Mr. Thabo Gcwabaza Culture and Tourism Dr. Richard Hayes Mr. Roland Vorwerk Mr. Emmanuel Wabwire 	<ul style="list-style-type: none"> Community Development Mr. Michael Sudarkasa Ms. Njeri Mbure Mr. Kevin Kahatano Infrastructure and Technology Ms. Agai Jones Ms. Mignonne Karugu Mr. Renaldy Beyene Mr. Thabo Gcwabaza Culture and Tourism Dr. Richard Hayes Mr. Roland Vorwerk Mr. Emmanuel Wabwire 	<ul style="list-style-type: none"> Community Development Mr. Michael Sudarkasa Ms. Njeri Mbure Mr. Kevin Kahatano Infrastructure and Technology Ms. Agai Jones Ms. Mignonne Karugu Mr. Renaldy Beyene Mr. Thabo Gcwabaza Culture and Tourism Dr. Richard Hayes Mr. Roland Vorwerk Mr. Emmanuel Wabwire 	ABG- Mr Michael Sudarkasa African Tourism Association - Ms. Naledi Khabo Freedom Park - Ms. Jane Mufamadi	14:05-14:30	<ul style="list-style-type: none"> Presentation of top 6 pitches from participants (5min per participant) Announcement of the -6th Youth Forum by Dr Khalid El Harrouni (ICOMOS Morocco) Closing remarks by Mr Emile Ormond (Norwegian Embassy in South Africa) Statement from Youth Forum Participants Awards and closing remarks by Ms Salimat Kone Tondossame (AWHF)
14:15h-16:15h	<ul style="list-style-type: none"> Introduction to group members, personal goals, business idea and what stage their business is in, what assistance do they need (Participants and Moderators) Draft Work on Canvas (Participants guided by moderators) 	<ul style="list-style-type: none"> Review of exercise from Day 1 Q & A session (Moderators) Introduction to Pitching (Moderators) Preparing Pitch (Moderators) Practicing Pitch (Participants) 	<ul style="list-style-type: none"> Review of exercise from Day 2 Q & A (Moderators) Practicing Pitch (Moderators) Internal Pitching preparation (Participants) 	<ul style="list-style-type: none"> Presentations of business pitches (Participants) Evaluation and recommendations of pitches (JURI) 		



AFRICAN WORLD HERITAGE DAY 2021

African World Heritage Day was proclaimed in 2015 by the 38th session of the General Conference of UNESCO, and takes place on 5 May every year. States Parties and the public collectively celebrate African cultural and natural, tangible and intangible heritage, raising awareness of the benefits of its promotion and preservation as well as the various associated challenges the continent faces. Given these challenges, such as the impact of climate change, armed conflict and the ongoing COVID-19 pandemic, among others, African countries must ensure that their remarkable heritage is able to adapt and thrive in today's environment. The African Union (AU), at the 37th Ordinary Session of its Executive Council, held virtually on October 13-14 2020, officially adopted the AU's theme for 2021: "Arts, Culture and Heritage: Levers for Building the Africa We Want".

To celebrate this day, the UNESCO World Heritage Centre (WHC), in collaboration with the African World Heritage Fund (AWHF) and their partners, will organise a series of events across the continent that will highlight the resilience, opportunities, and wealth to be gained from African heritage, as well as solutions to the challenges facing the continent. A webinar, an Instagram competition, and several Instagram live events will accompany the initiatives of States Parties, in particular National Commissions, Ministries and Directorates in charge of heritage and site managers, as well as of UNESCO Field Offices.

Contents

1. Webinar: Arts, Culture and Heritage: Levers for Building the Africa We Want
2. Social media campaign to raise awareness of African World Heritage Day on 5 May 2021
3. African World Heritage Day Live Instagram Event



1. 5TH OF MAY AFRICA WORLD HERITAGE DAY CELEBRATION

WEBINAR: ARTS, CULTURE AND HERITAGE: LEVERS FOR BUILDING THE AFRICA WE WANT

The African continent is universally recognised for its cultural and natural diversity and for the richness of its arts. Proclaimed during the 38th session of the General Conference of UNESCO, the African World Heritage Day (5th May) is an occasion to celebrate the exceptional cultural and natural heritage of the African continent. It's an opportunity to raise awareness, particularly among young people, on the need to preserve African heritage's values, wealth and diversity. Since 2016, as a build up to the AWHD, young people from all over the continent come together in the African World Heritage Youth Forum to discuss and debate their involvement in the conservation, management and promotion of World Heritage.

The African World Heritage Day Celebrations – 5th May, will be celebrated with the Online Youth Forum – 29th April to 5th May and the African World Heritage Day celebration Webinar on Arts, Culture and Heritage: Levers for the Building the Africa We Want.

The 5th of May celebrations happen throughout Africa aiming to:

Strengthen involvement, interaction and networking of young people, Encourage youth ownership of their heritage, Highlight international cooperation for culture and nature conservation across Africa, Raise awareness on African heritage preservation, Encourage cooperation between State Parties, Broaden the coverage of African World Heritage Day and African World Heritage sites on social media networks

Noting that cultural expressions are abundant within Africa, the AU asserted that African heritage can be catalysts for the socio-economic development of the African continent.

Since UNESCO's creation, the organisation has occupied a privileged position as the world's leading cultural organisation thanks to its capacity to design, develop and implement cultural projects on all continents. The UNESCO Cultural Conventions aims to safeguard and enrich various aspects of culture and creativity to achieve an ideal of peace and development. From tangible and intangible heritage, to the diversity of cultural expressions and creative industries to the fight against the illicit trafficking of cultural property, these Conventions all aim to contribute to the development of culture in the countries in which they are enforced but are also involved in the economic development of these countries. The theme chosen by the AU highlights the role of culture, arts and heritage in development, and the UNESCO



Provisional Agenda:

Organiser	The World Heritage Centre in collaboration with African World Heritage Fund (AWHF) and moderated by UNESCO Chair of the University of Botswana.	
Date /Time	5 May 2020 (10.00 – 12.00) [120min] Johannesburg/Paris time	
10:00 – 11:05	Opening and Welcome: synergy between all culture conventions in order to better safeguard and protect African heritage. Launch of the transboundary publication	Dr Mechtild Rössler Director – UNESCO World Heritage Centre
10:05 – 10:10	Remarks “2021: Arts, Culture and Heritage: Levers for Building the Africa We Want”: catalysts for the socio-economic development and integration of the African continent	H.E. Mrs. Amira Elfadil Mohammed Elfadil Commissioner for Social Affairs, African Union Commission
10:10 – 10:15	Opening and Welcome, Significance of African World Heritage Day	Mr. Souayibou Varissou Director - AWHF
10:15 – 10:25	1970 Fighting against the illicit trafficking of cultural property	Mr. Alain Godonou African Expert (TBC)
10:25 – 10:35	2003 Safeguarding of the Intangible Cultural Heritage	Ms. Claudine Angoué African Expert (TBC)
10:35 – 10:45	2005 Protection and Promotion of the Diversity of Cultural Expressions	African Expert, to be confirmed with Toussaint
10:45 – 10:55	1972 Convention Concerning the Protection of the World Cultural and Natural Heritage in Africa	African Expert
10:55 – 11:40	Engagement Session Comment, Questions and Answers	Facilitated by Someone from the UNESCO Chair of the University of Botswana
11:40 – 11:50	Presentation of the Transboundary publication	Muhammad Juma (Chief, Africa Unit/ UNESCO World Heritage Centre)
11:50 – 12:00	Closing remarks	UNESCO Chair of the University of Great Zimbabwe

3. AFRICAN WORLD HERITAGE DAY LIVE INSTAGRAM EVENT

Given the multiple challenges that the African continent is currently facing (notably the impact of climate change, the various regional armed conflicts and the ongoing COVID-19 pandemic, among others), Africans must ensure that their remarkable heritage is able to adapt and thrive in today's environment, and it on the strength, creativity and richness of this heritage that the continent can draw to face and overcome these challenges. It shows that the vibrant culture and the outstanding heritage of Africa are central for its resilience. Therefore, in order to showcase the resilience of Africa and to celebrate its exceptional culture, UNESCO plans to organise a live concert on Instagram.

1. **Live sessions**

A series of four live performances will be held in the afternoon of 5 May. These sessions will feature different forms of artistic expression and will highlight the continent's cultural diversity. A presenter from UNESCO will launch the lives on UNESCO's official Instagram account and will briefly introduce the artists. The artists, connected on their own Instagram accounts, will join the live and provide a 30-minute live performance that interprets the African Union's theme in their own media in order to communicate how arts can be a positive force for change, and a lever to build the Africa we want.

The live sessions will be advertised before the event (from 1 May) on UNESCO's official social media accounts (Instagram, Facebook, Twitter, and Website), identifying the artists involved and using the hashtag #MyAfricanHeritage. UNESCO will also publish several reminders and teasers for the live sessions, and will give a presentation of each artist on their Instagram "stories".

Through these live sessions, the artists will be able to present themselves to the significant number of people who follow UNESCO's Instagram accounts UNESCO's Twitter account, and UNESCO's Facebook pages.

After the live performance, each artist will download their live session and share it with the Centre. The videos will be retained and published on the Centre's Website.

This activity will be led by the UNESCO Regional Office in Dakar.

2. **Proposed Time zones:**

The live performances will start at 2pm and run throughout the day. They will end with a musical session on May 5 at 6pm Paris time



5TH AFRICAN WORLD HERITAGE YOUTH FORUM

Youth, Entrepreneurship and Heritage Sustainability: Building the Africa we want

29 APRIL – 5 MAY 2021, ONLINE CONFERENCE

YOUTH PARTICIPANT ONLINE BUSINESS CONCEPT PREPARATION COURSE

Dear Youth Participant,

On behalf of the organizers of the 5th African World Heritage Youth Forum, we are pleased to welcome you on-board and excited about your forthcoming participation.

As we want to maximize the time that we will have together at the end of the month, as well as ensure that the program is of optimal value for each of you, we have added a pre-Forum workshop that is intended to help you flush out your various ideas and capture them (for those who have already passed the ideation stage and are operating) in a format that will be uniform. In this way when we discuss your initiatives and help you develop presentations to pitch them to those who can help you realize them, you will be better prepared to cover the key areas of an enterprise/ social enterprise that conveys that they are sustainable, scalable, and "bankable".

To undertake this effort, we have partnered with the Cape Town South Africa based business acceleration firm, Impact Amplifier, to incorporate their free business start-up operating system into our 2021 Forum.



"Free" Start-up Course

JOIN TODAY

Get your start-up venture ready for commercialisation!

Start Now!

Develop your concept

Understand the problem & solution

Define your market

Conceptualise your business model

Test your financial model

Plan your growth path



The Free Start-Up Course aims to help entrepreneurs at the ‘idea or prototype stage’ make informed, practical decisions to develop their concept, launch their venture, and start trading.

The course is built on a holistic and unifying framework using theory and relevant tools, such as templates and practical examples, as foundational building blocks that can be used to think about the process of:

- Developing your concept beyond just an idea so that it is commercially viable.
- Transitioning it into the market.
- Establishing a successful business; and
- Preparing it to generate revenue

There are seven modules in the course:

**01
INTRODUCTION TO THE COURSE**

In this module, we set expectations for the course and collect some data as a baseline to your current knowledge.

**02
UNDERSTANDING THE PROBLEM**

In this module, we explore the problem you are trying to solve in the world.

**03
UNDERSTANDING YOUR SOLUTION TO YOUR PROBLEM**

In this module, we explore YOUR solution to the problem, and test whether YOUR solution is a fit to the problem.

**04
DEFINING YOUR MARKET**

In this module, we explore how your market, its size, and the market segments you are focusing on. Getting clear on this early into your venture’s development is important for validating your business model.

**05
CONCEPTUALISING YOUR BUSINESS MODEL**

In this module, we will utilise the business model canvas to start developing your venture’s business model, and begin to understand the key drivers for success, and the assumptions made.

**06
COST STRUCTURES & REVENUE STREAMS**

In this module, we explore the unit economics of your venture’s financial model.

**07
NEXT STEPS**

Our desire is to have you complete the first 5 modules over the next two weeks before the course commences. Each Module can take 1 – 3 hours to complete so we are asking you to spend 10 – 15 hours over the next two weeks in preparation for our action-packed Forum coaching and pitching workshop.



GETTING STARTED

You can get started in a few easy steps.

STEP 1 – GO TO COURSE PAGE:

<https://www.impactos.impactamplifier.co.za/course/free-start-up-course>

STEP 2 – SIGN UP FOR COURSE



Login or sign up to start learning



– or –

What's your e-mail?

Your password?

Login

[Create Account](#)

[Forgot your password?](#)

STEP 3 – CREATE YOUR ACCOUNT



Sign up to Impact-Amplifier-OS!



– or –

What's your name?

What's your e-mail?

Your password?

Your phone number?

Your address?

Your country?

Your company name?

Your company size?

Your website?

I accept the [Terms & Conditions](#)

Start your learning journey

[Sign in with your account](#)

[Forgot your password?](#)



STEP 4 – GET STARTED



We are excited for the journey you are about to undertake. Many entrepreneurs before you, have gone through their start-up journey with us, arriving at the end of the programme well-equipped with the tools and ability to Commercialize their venture.

It is our hope that you will benefit from this learning journey. We have refined it over the years so that it continues to offer relevant and actionable learnings. The content is not static and is regularly updated, so you will continue to benefit from the latest knowledge available. Part of our quality assurance promise to you includes, taking on-board the feedback we receive from you from the evaluations forms at the end of each module. Your feedback is important to us, so please take a couple of minutes at the end of each module to rate the content. We offer access to paid mentorship, if you are interested in this please fill in the mentorship request that can be found in the assignment submission form at the end of each module.

The programme’s intention is to build your confidence and push you and your venture to new levels, as you constructively break and recreate your current thinking, test assumptions and critically improving each aspect of the business., with the aim of making it incrementally more fundable.

This course has been designed to get your start-up venture ready for the commercialization. The course will cover a number of elements:

1. Probe deeper in the **Problem/s** you are trying to solve;
2. Understand whether your **Solution** solves the problem;
3. Conceptually understand the **Size of your Market**, and who your **Target Customer/s** are;
4. Conceptualize your **Business Model** using the Business Model Canvas; and
5. Understand your **Stage of Commercialization**.

SUGGESTED WORK AND SUPPORT SCHEDULE

- 1. Zoom Call Kick Off**
 Monday, April 12, 2021 2:00 – 3:00 pm CAT (GMT +2)
- 2. Module Work – Self Paced**
 Week of April 12 – 16 Module 1, Module 2, and Module 3
- 3. Progress Review and Coaching**
 Monday, April 19, 2021 2:00 – 3:30 pm CAT (GMT +2) - Questions and Answers
- 4. Module Work - Self Paced**
 Week of April 19 – 23 Module 4 and Module 5
- 5. Progress Review and Coaching**
 Monday, April 26, 2021 2:00 – 3:30 pm CAT (GMT +2) - Questions and Answer



TECHNICAL SUPPORT

Feel free to log-in over the weekend and commence the learning journey. However, on Monday April 12th we will have a formal kick off and this will afford you an opportunity to ask any questions that you may have.

During the exercise, if you have any technical issues, please feel free to contact:

Impact Amplifier Technical Support - Papy Kambala - papy@impactamplifier.co.za

Or

AWHF Forum Program Support - Sindha Gramoney – sindha@abghq.com

General Queries – Michael Sudarkasa – michael@abghq.com



5TH AFRICAN WORLD HERITAGE YOUTH FORUM

Youth, Entrepreneurship and Heritage Sustainability: Building the Africa we want

29 MARCH – 1 APRIL 2021, ONLINE CONFERENCE

PARTICIPANTS

OPENING CEREMONY

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1	African World Heritage Fund (AWHF)	Mr Souayibou Varissou	Represent AWHF @ Opening ceremony	SouayibouV@awhf.net
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3	African Union	Angela Martins	Opening ceremony	MartinsA@ africa-union.org
	The International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)	Dr Webber Ndoro	Opening ceremony	Webber.Ndoro@ iccrom.org



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YOUTH FORUM PARTICIPANTS

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YOUTH FORUM PARTICIPANTS

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YOUTH FORUM PARTICIPANTS

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United Nations
Educational, Scientific and
Cultural Organization



African World Heritage Fund
under the auspices of UNESCO



**African World
Heritage Fund**



**NORWEGIAN MINISTRY
OF FOREIGN AFFAIRS**



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



ARTS, CULTURE AND HERITAGE:
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