

A new generation of professionals and Cultural Heritage Messengers



The European Young Heritage Professionals Forum was organized by UNESCO in partnership with the European Union within the joint project '[2018 - European Year of Cultural Heritage: Engaging Youth for an Inclusive and Sustainable Europe](#)'.

It took place from 20 to 24 May 2019 in Zadar, Croatia, hosted by the Croatian Commission for UNESCO and the Croatian Ministry of Culture.

The Forum is developed in close cooperation with the non-governmental organization Diadrasis.

The aim of the Forum was to explore potential synergies and challenges of working on tangible and intangible cultural heritage in the European context to create **a new network of young cultural heritage professionals.**



Every day, project laboratories took place, and the 28 participants, from the Member States of the European Union, had the chance

to collaborate with peers and experts to refine their ideas and improve their projects.

They explored potential synergies and challenges of working on tangible and intangible cultural heritage and discussed the different realities of working at local, national, and international levels.

The young professionals were encouraged to become active **'Cultural Heritage Messengers'** by **spreading the importance of active participation of local communities to protect and safeguard the cultural heritage.**

The Forum proposed an innovative approach to cultural heritage highlighting the linkages between tangible and intangible cultural heritage.

Two local case studies from Zadar offered an excellent opportunity to experience in a direct and hands-on manner: the 28 young Cultural Heritage Messengers designed interactive awareness-raising activities around each of the two local case studies and worked closely with local students to adjust their communication strategies to the local context: the participation of local people has exceeded all expectations!



The Forum was a great success and the important message that the young professionals will carry and spread in their own countries and communities is about the strong potential of tangible and intangible heritage which all are called to protect.

Further information [here](#).