

Проблема оценки результатов волонтерской деятельности на объектах всемирного наследия: применение методологии ЮНЕСКО

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United Nations
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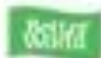
In cooperation with



World
Heritage
Centre



World Heritage Volunteers Initiative



WORLD HERITAGE VOLUNTEERS



EMPOWERING THE COMMITMENT
TO WORLD HERITAGE

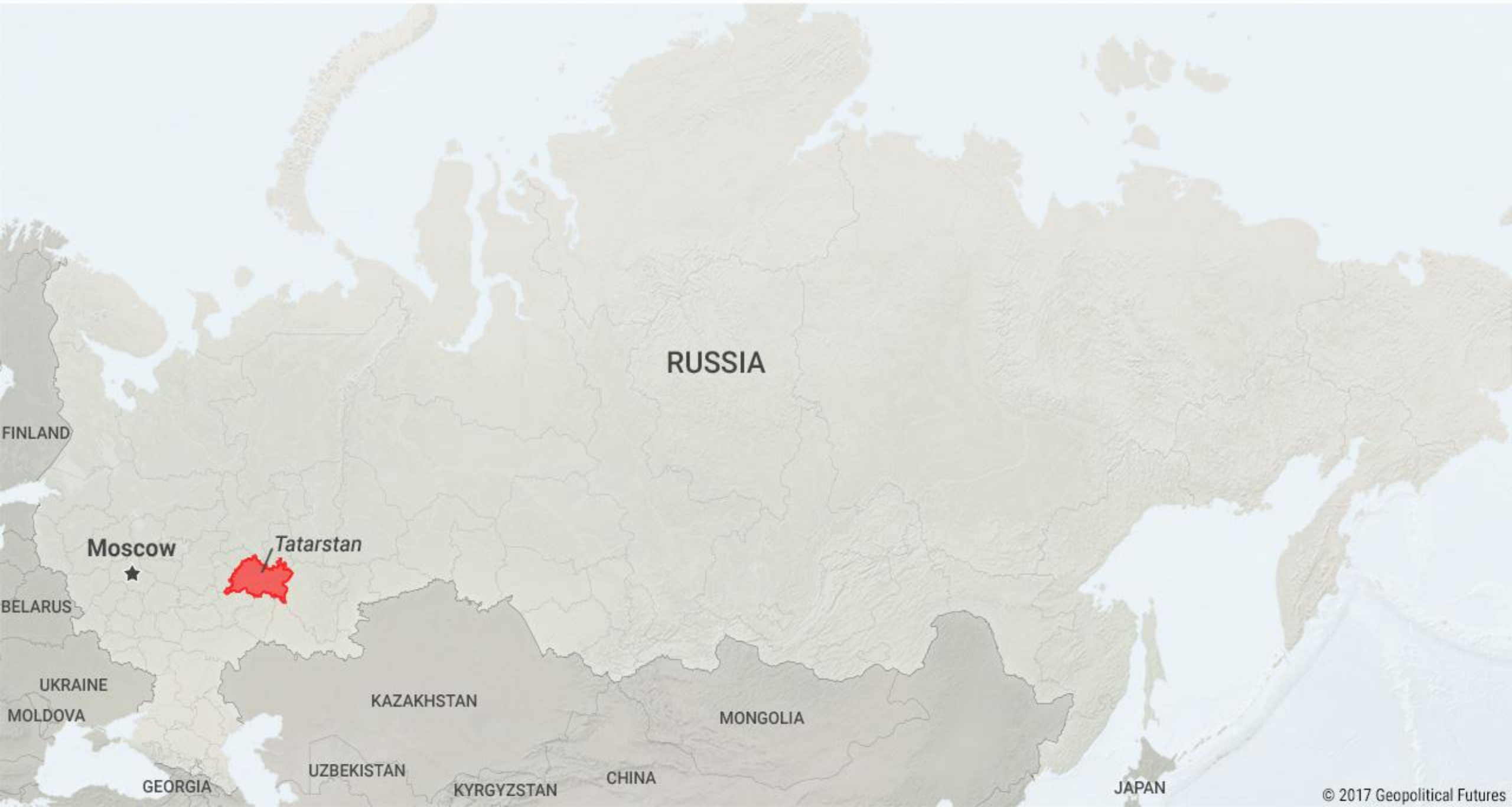


2018

*Let's
Heritage*



TATARSTAN, RUSSIA







Результаты

- over **41 000 items** processed
- **one English web-site** created
- **new texts and photos** for 8 museums created in Russian and English +



- **2017: 32** volunteers from **6** countries
- Hands-on activities: **archaeological excavations, field conservation of artefacts, visitors welcoming**
- **2018: 15** volunteers from **8** countries
- Hands-on activities: **archaeological collections management and archaeological heritage interpretation**



Objectives

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To raise awareness among young people, volunteers, local communities, and concerned authorities of the need to protect and promote World Heritage.

Foster cooperation between youth organizations, communities, site management and authorities.

To get young people involved in World Heritage preservation through concrete projects at sites, allowing them to learn new skills and express ideas.

Identify best practices and develop non-formal education tools to facilitate stakeholders' participation in [World Heritage education](#).

Provide young people with opportunities to learn basic preservation and conservation techniques.

Общие

(From 1: poor, to 5: fully)

	Original Objectives	1	2	3	4	5
1	To contribute to the conservation and interpretation of the archaeological attributes of the OUV (archaeological findings) of the property.				+	
2	To raise awareness of the local community, the community of the Republic of Tatarstan about the World Heritage designation of Bolgar and its OUV.					+
3	To elaborate more sustainable model of volunteering for Bolgar Historical and Archaeological Complex via attracting international volunteers along with local volunteers to the site.					+

	Activities related to the objectives	Result indicators
	i.e. Partial renovation of the stone flagging of the church entrance and central aisle, using traditional techniques under the supervision of a professional conservator.	i.e. Over 8 days, all 14 volunteers restored the stone flagging with the assistance of a professional conservator.
1	According to objective 1, the volunteers assisted in archaeological collections management.	Over 5 days, 15 volunteers: 1) Checked 43 900 items from 7 980 boxes checked 2) Sorted about 20 000 mass material items 3) Checked about 9 000 items from research collections 4) Photo-documented



To raise awareness



2.6 Media and visibility

- Please mark with an 'X' the material you used to promote your project (indicate as well number of units –for t-shirts, flyers, or estimated watchers -video...).

Material	YES Please mark with an X if used	Units/estimated watchers
WHV Banner	X	1
WHV T-shirt	X	35
Video		
Press Release	X	3
Promotional leaflet		
Promotional poster		
Other (please specify)		

- Did your project benefit from any media coverage?

Type of media coverage		YES Please mark with an 'X' if you had this coverage
Newspaper	Local	X
	Regional	X
	National	X
Magazines		X
TV channels		X
Interviews		X
Digital channels		
Websites		X
Radio channels		
Social media sites		X
Others		

Foster cooperation

3. Project partners

- Project partnership profile: have you had any change from the application form? If **yes** please indicate here.

In addition to the partners mentioned in the application form (Regional Foundation for the Revival of the Historic and Cultural Monuments of the Republic of Tatarstan and the Ministry of Culture of the Republic of Tatarstan), the project was supported by the following partners:



- Please rate your level of satisfaction with the partnerships around the project

Please mark with an X

1 Very Negative	2 Insufficient	3 Acceptable	4 Positive	5 Very Positive
				X

Major Partners Involved	Involvement	Added value
Name; Area of activity (i.e. environment, youth club, government); Principal function	What was their role in the project and the nature of the partnership? (i.e. financial support, materials, infrastructure, institutional support)	In what way was this partnership valuable for the implementation of your project?
GOODSURFING information Centre for Volunteering (NGO/Youth)	Local volunteers' recruitment and media support	The NGO has over 70 000 followers in Vkontakte, which helped to spread the call for volunteers and attract enough applications from local volunteers as well as to share the information about the project for public.
Passage Zebra Volunteers (NGO/Youth)	Visa invitations	The organisation prepared all Russian visa invitations for international volunteers of the project.
World Heritage and International Communications Department of the Russian Scientific Research Institute of Cultural and Natural Heritage named after D.S. Likhachev	Education programme	The staff of the department prepared and delivered the World Heritage and Sustainable Tourism education programme for the volunteers
Institute of Archaeology of the Russian Academy of Sciences	Technical	The volunteers participated at academic archaeological excavations conducted by the institute on the territory of the property.

Get young people involved

4. Camp leaders, international and local volunteers

Please fill in the attached excel for the statistics

- Total number of volunteers

	Total number
International volunteers	6
Local volunteers	9
Total	15

- Camp leaders: please only specify how many camp leaders were involved in the action camp and their role.

Role	Number
Hands-On Activities Technical Leader	3
Educational Programme Supervisor	1
Treasurer	1
Camp leader	2
Interpreter/Translator	3
Social Media Manager	1
Total	11

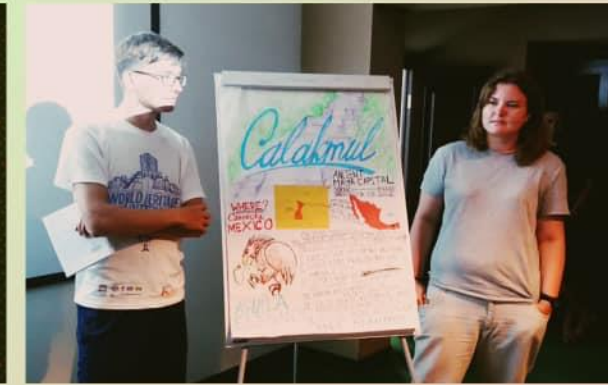


Identify best practices

2.4 Best Practices

- Please share any best practices you consider your organisation implements during the World Heritage Volunteers campaign. These will be shared externally.

Best Practices ¹ Any best practices you would like to share with other organisations	Additional comments
<p>The World Heritage and Sustainable Tourism educational programme developed and delivered by the staff of the Department of World Heritage and International Communications of the Russian Institute for Heritage.</p> <p>The programme was aimed to raise the awareness of the volunteers on World Heritage in general and consisted of 4 interactive sessions, by the end of which, the volunteers prepared a code of conduct for the visitors of the World Heritage property. The outcomes of the programme were also evaluated by a special test on knowledge of basics of World Heritage with quite high scores shown by the volunteers. Probably, this practice might be considered as one of the tools to raise awareness on World Heritage.</p>	



Provide young people with an opportunity to learn

- ???



Другие инструменты

- Please provide some details about where the income comes from for the project implementation

Financing	Amount in USD
Institutions	x
Own funds	0
Volunteers contribution	x
In kind	
Others	

- Please evaluate your project by using the SWOT analysis below:

Strengths (internal strengths gained through the implementation of your project and the campaign)	Weaknesses (internal weaknesses highlighted by the implementation of your project and the campaign)
<ol style="list-style-type: none"> Experienced organising team of the project Network of professionals and institutions working in Bolgar Archaeological background of the project, which attracts volunteers and provides many ways to engage the volunteers in the conservation of the WH property Existence of own facilities to transport and accommodate the volunteers Social Media Pages on Facebook and Vkontakte of the project with about 350 followers in total. 	<ol style="list-style-type: none"> The project is not visible in international scope and does not attracts sufficient quantity of international volunteers The project could involve more representatives of the local community or could focus more on local community There is a need to diversify hands-on activities proposed to volunteers in the future
Opportunities (external opportunities for your organisation raised by your project and the campaign)	Threats (external threats brought by the implementation of your project and the campaign)
<ol style="list-style-type: none"> The support of the project by regional authorities for heritage protection and regional foundation for heritage protection Good media coverage of the project in the region Availability of special national grants for volunteering and youth Network with other WHV action camps in Russian and Europe to share experience 	<ol style="list-style-type: none"> Funding from external source (the Ministry of Culture of the Republic of Tatarstan), which could be unstable The project is not stable financially and needs more funding sources for future stability The further restrictions on Russian visa legislation may decrease the amount of international volunteers.

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