

Transboundary European Heritage - a Topic for UNESCO Associated Schools

Prof. Dr. Marie – Theres Albert

Welcome to the conference of the project “Transboundary European World Heritage - a Topic for UNESCO Associated Schools” on the 19th of December 2019 in Berlin



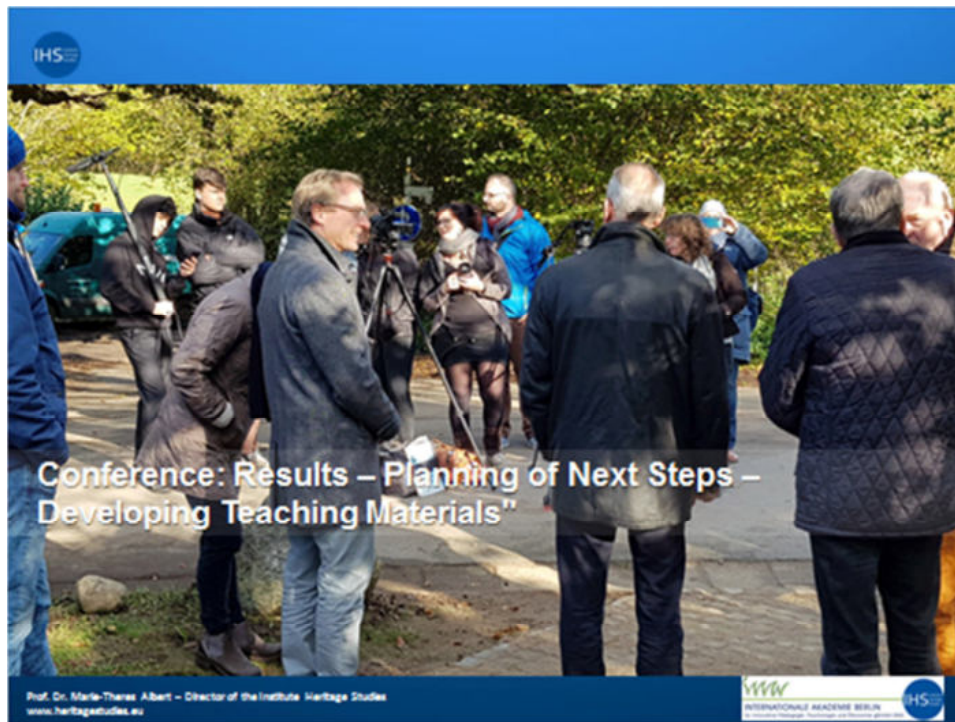
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Dear Ladies and Gentlemen, dear colleagues and friends, dear ASPnetwork representatives, and keynote speakers,

First of all, I would like to welcome you on behalf of the entire IHS team and thank you for taking the time for this event at such short notice and shortly before Christmas. Although this is the final conference of our project *Transboundary European World Heritage - A Topic for UNESCO Project Schools*, it is not the end of this successful project. It is rather—as Mr. Junghanns, the coor-

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director of the Saxony ASPnet, suggested during the preparation for this conference—the prelude for its continuation.



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The aim of this event is expressed in the title: *Results – Planning of Next Steps – Developing Teaching Materials*. However, before we plan for the continuation of our project in the course of this conference, let me briefly present the ideas behind this project. At the beginning of 2018 we, the Institute Heritage Studies team, received the Berlin Senate Department for Culture and Europe's call for the European Heritage Year. It said, and I quote: ***"because cultural heritage is an indispensable part of our common European and local identity and its preservation and development require permanent commitment and joint action, ...conceptual and communicative projects should be promoted."***

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Who are we?
The Institute Heritage Studies at the International Academy (INA) Berlin

World Heritage	Intangible Heritage	Documentary Heritage
In November 1972, the General Assembly of the UNESCO adopted the World Heritage Convention for the protection and conservation of natural and cultural property of all types and of all times.	The Convention for the Safeguarding of the Intangible Cultural Heritage was adopted in 2003 as an instrument particularly for the identity building of people.	The Heritage Studies research of documentary heritage lies at the intersection of culture, humanities and information science.

Prof. Dr. Marie-Theres Albert – Director of the Institute Heritage Studies
www.heritagestudies.eu

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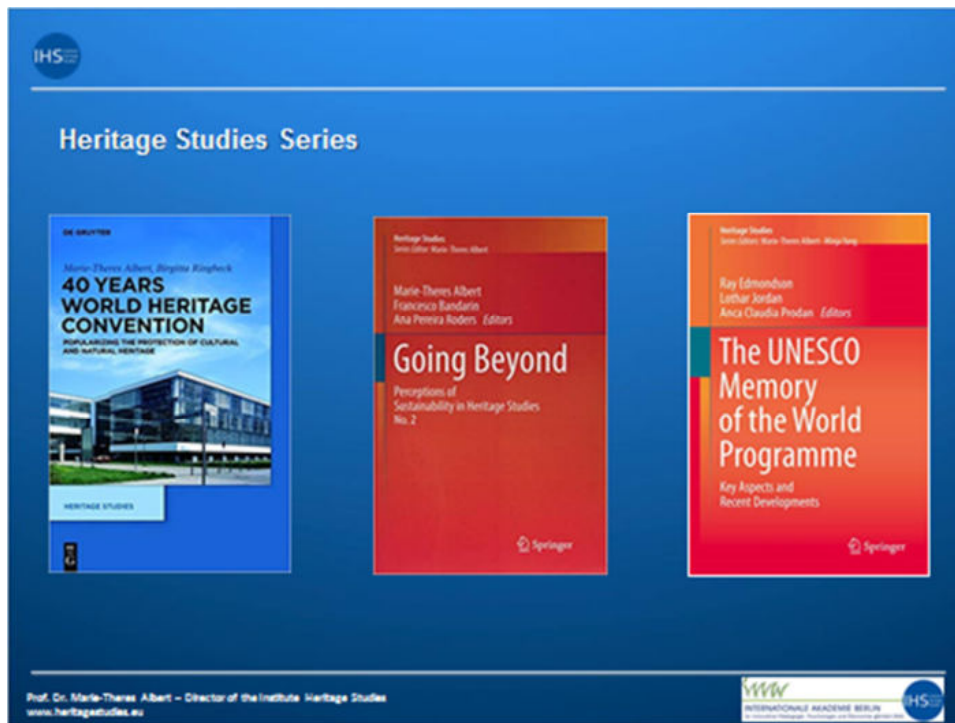
This call mobilized us because it formulated precisely the goals and content that we also represent with our Institute and our approach to Heritage Studies. We want to wake up the civil society and anchor the importance of heritage for a sustainable future.

Our approach is bound based on a multidimensional interpretation of heritage. The tangible and intangible heritage of people, the cultures of the world and their diversity, as well as the documents of people in memory of their heritage are the results of human creativity and creative power. And precisely this creativity and power should be used for sustainable development processes. The heritage of humanity also includes natural heritage.

The protection of the heritage of humanity is therefore a challenge to the civil society, including its institutions, which must be posed by the international community. The IHS has made the sustainable protection and use of the heritage of humanity its mission, conducting research and teaching in the field of

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World Heritage, intangible heritage, and documentary heritage. We value the implementation of an understanding of heritage that emphasizes its identity-building significance.



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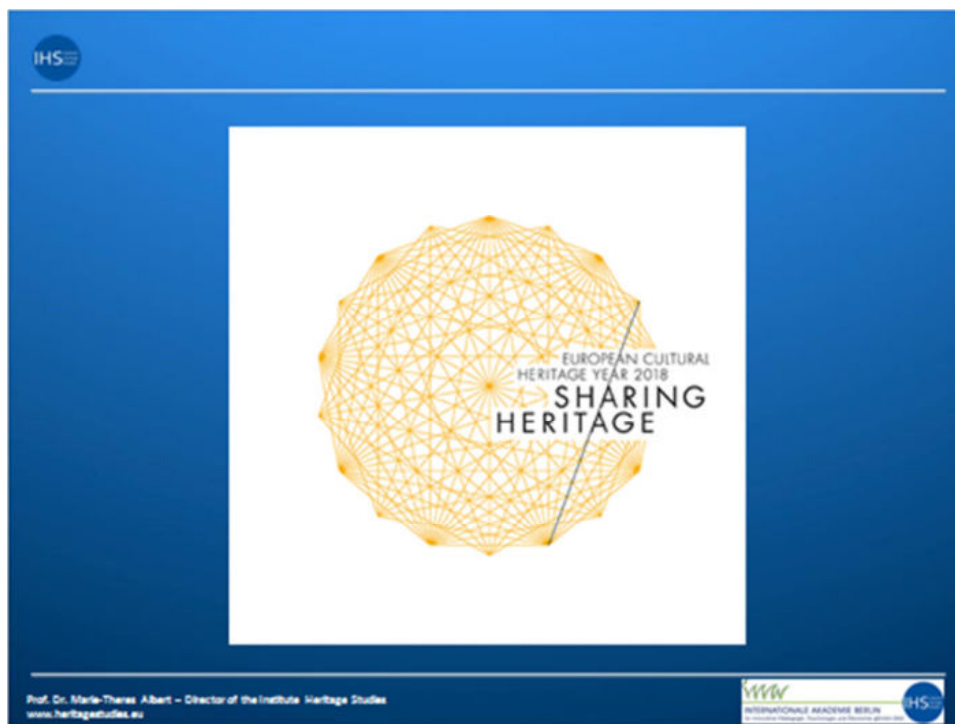
Furthermore, although we distinguish between the interpretations of heritage underlying the conventions on World Heritage, Intangible Heritage or the Program: Memory of the World, but we do not separate them. We reflect on the different formats of memory as they occur in the various conventions and place them in their social context. For example, we have just published a beautiful book by Anca Prodan and other editors on the Memory of the World program that highlights the diversity of cultural expressions within this program.

For us, the theme of heritage stands in the context of human rights, its international and intercultural implementation and the four pillars of sustainability, including the pillar of culture. This means that it is not a matter of repeatedly rewarding experts, as Laurajane Smith critically interprets the classical dis-

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course, but rather of all of us. We want the various manifestations of heritage to reach the public discourse.

I would like to take this opportunity to draw particular attention once again to the European Heritage Year, whose themes, objectives, target groups and implementation have contributed to an urgently needed holistic understanding of culture, heritage and identity in Europe.



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Thank you, Dr Koch. You played a very important role in the acceptance and dissemination of this fundamental, innovative, and sustainable significance of heritage in the European Heritage Year and beyond.

Let me hark back to the Senate administration's appeal. After reading the appeal, Claudia Grünberg and I decided to submit an application, even though we were quite busy. What was at stake, then as now, was the close link between World Heritage and European cultural heritage and its importance for sustainable development.

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Sustainability and sustainable development always has something to do with the target groups you have in mind. In this respect, we have focused on students. As part of the project applied for at the beginning of 2018, we wanted to implement an "International Students ' Seminar of the Berlin UNESCO Project Schools" held in the "ECHY" year as an introduction to the long overdue integration of the significance of cultural and world heritage in school education. Unfortunately, the initial application was not approved. However, we did not allow ourselves to be held up and submitted a follow-up application.



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Compared to the initial application, the latter also provided a stronger international orientation. Perhaps that is why it was successful. And when I talk about success here, I do not just mean approval. I also mean the fact that today we are holding a conference and a workshop that will implement the goals we have set ourselves and those of the UNESCO Associated Schools Network.

In this project, supported by teachers, we have allowed students to discover the significance of their cultural heritage for themselves through the examples



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of two transboundary sites and one German site with a long transboundary history. We have thus motivated them to recognize and discover their cultural heritage and by extension its sustainable protection. Moreover, with this project we have also contributed to creating teaching and learning formats equitable for students of different school levels.

I would like to take this opportunity to thank Claudia Grünberg, who with her approach of creating learning videos by students and for students has made an impact in the digital world and thus given the project an innovative strength oriented to the target group.

In this respect, today's event is indeed a prelude for many reasons. Not only do we want to learn from the experience we have gained, we want to continue and perhaps even include other sites, such as the Wadden Sea (DE,/NE/DK) or the beech forests, in order to take natural heritage into account.

But this would be putting the second step before the first. Today and tomorrow we want to translate the results of the project in the context of its goals and content into teaching handouts for use in practice. And I wish us every success.

In this sense I wish all of us two productive days.

Thank you very much.



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Thank you for your attention!

Websites:
Institute Heritage Studies
www.heritagestudies.eu

World Heritage Educational Platform
<https://worldheritage-education.eu/en>

Prof. Dr. Marie-Theres Albert - Director of the Institute Heritage Studies
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Slide 1: Muskauer Park – Park Mużakowski; Hans-J. Aubert

Slide 2: <https://worldheritage-education.eu/de>

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Slide 5: www.sharingheritage.de

Slide 6: Muskauer Park – Park Mużakowski; Source: Stiftung „Fürst-Pückler-Park Bad Muskau“; View on the Ore Mountains, Source: Jens Kugler/IWTG; "Foto: Tom Körber, © Archäologischen Landesamt Schleswig-Holstein"