



## Heritage for Generations

# Cultural Heritage in the Virtual World: *Proactive Role of the Youth*

In collaboration with  
the Central Cultural Fund and the Postgraduate Institute of Archaeology  
18 April 2018, Colombo



### **Objectives and Content:**

Cultural heritage as an asset offers diverse social and economic benefits to the community. It provides effective educational tools for formal, non-formal and informal education for the youth, with the capacity to inspire develop their skills, knowledge, creativity and innovation. The event will primarily focus to discuss the possible role of the youth, specifically the emerging professionals could play to reach the wider community, in particular the next generation (ex: school children, university students, young people working in fields outside the heritage sector) to make them aware of the importance of safeguarding the cultural heritage that has been handed down to them by the preceding generations, how to value them, and what possibilities the cultural heritage offers to appreciate cultural diversity and to achieve sustainability in general and, in particular, how to develop their skills, knowledge, creativity and innovation in different fields.

The 2018 theme for ICOMOS International Day for Monuments and Sites is “**Heritage for Generations**”. This will be held across the globe on 18<sup>th</sup> April 2018 and ICOMOS Sri Lanka is planning to hold a special event to mark this occasion with the title “**Cultural Heritage in the Virtual World: Proactive Role of the Youth**”. The event will be organized as a colloquium to discuss how to reach the youth, specifically employing new communication technologies such as the creative use of the social media, to make them aware of the potential of the cultural heritage to inspire develop their skills, knowledge, creativity and innovation, so that they will understand the importance of safeguarding the cultural heritage for their own benefits and then to transmit the asset to the next generation.

It is expected that the outcome of the event will lead to formulate a strategy with a holistic and practical approach for implementation by ICOMOS (Sri Lanka) with other partner organizations such as the Department of Archaeology, Central Cultural Fund, Galle Heritage Foundation, University Departments along with the Ministry of Youth Affairs with the lead role played by the youth of such institutions.

***Target audience***

The university students and young professionals working in the field of heritage (up to the age of 35 years), nominated by respective institutions will be the key cohort of participants in this colloquium with several of them are invited to share their experience and to suggest ways and means of using new communication technologies to achieve this objective. In addition, some of the senior professionals also will be invited to create a dialogue and share experiences with the younger generation

***Date and Venue***

This event will be held on 18<sup>th</sup> April 2018 at the Auditorium of the Postgraduate Institute of Archaeology, 407, Bauddhaloka Mawatha, Colombo 7, Sri Lanka from 9.00 am up to 5.00 pm. The lunch and refreshments will be offered to the participants and invitees.

***Official contact and web site:***

Ms. Sonali Premaratne, Administrative Secretary of ICOMOS (Sri Lanka) will be the official contact (mobile: 0714993048, email: [icomos.srilanka@gmail.com](mailto:icomos.srilanka@gmail.com), web: [www.icomos.lk](http://www.icomos.lk)) to obtain more information about this event.