

PATRIMONITO'S WORLD HERITAGE ADVENTURES STORYBOARD COMPETITION

Guidelines Document



CONTEXT AND BACKGROUND

Patrimonito's World Heritage Adventures cartoon series is a flagship activity carried out under the World Heritage Education Programme, since 2002. The cartoon series aims to raise the awareness of the importance of heritage preservation among the youth, through a "by young people, for young people" approach, inviting them to convey the message of World Heritage preservation to their peers.

So far, 14 episodes of Patrimonito's World Heritage Adventures have been produced and are available to the greater public through the UNESCO World Heritage Website (<http://whc.unesco.org/en/patrimonito/>) and the UNESCO social media channels.

The character of Patrimonito was created on the basis of the World Heritage Emblem by a group of Spanish-speaking students at the First World Heritage Youth Forum held in Bergen, Norway in 1995. Patrimonito means “small heritage” in Spanish and represents a young heritage guardian.

Patrimonito has since then been widely adopted as the international mascot of World Heritage Education Programme. Since 2002, Patrimonito is also the main character of the Patrimonito’s World Heritage Adventures cartoon series.



STORYBOARD COMPETITION



The Storyboard Competition provides young people with an opportunity to use their creative and problem-solving skills to raise awareness about World Heritage sites.

Secondary school pupils and youth in general are invited to create storyboards on the theme for this year's competition. The best submission will be selected by an independent jury and professionally produced into animated films for global distribution to schools and at World Heritage education events.

THEME: WORLD HERITAGE AND CLIMATE CHANGE



Climate change is the defining issue of our time, and among the greatest threats facing cultural and natural heritage today. Many of the natural sites and cultural heritage sites inscribed on the World Heritage List are currently threatened by climate change. In recent months and years, we have seen cultural and natural heritage sites, including many World Heritage sites, threatened by wildfires, floods, storms and mass-bleaching events. Climate change puts living heritage – oral traditions, performing arts, social practices, festive events, and traditional knowledge – at risk as well. As climate change leads to displacement and forced migration, entire ways of life risk being lost forever.

While this challenge of Climate Change is monumental, one can also take inspiration from heritage towards climate action. World Heritage properties also harbour options for society to mitigate and adapt to climate change through the ecosystem benefits, such as water and climate regulation. Cultural heritage, on the other hand, can convey traditional knowledge that builds resilience for change to come and leads us to a more sustainable future. It is hence crucial for all generations to help raise awareness on the impacts of climate change on human societies and cultural diversity, biodiversity and ecosystem services, and the world's natural and cultural heritage.

In this context, we invite young people from around the world to reflect on the pressing issue of Climate Change, and its impact on the World Heritage sites around them, and the solutions or measures in their opinion, that would help address these challenges.

CRITERIA FOR PARTICIPATION:

The Património storyboard competition is open to young people from all over the world aged between **12 and 18 years old**.

The artworks must be created solely by the participant(s), either by hand or using digital drawing tools. In either case, the scanned copies must be submitted by email OR the original copies (in case of hand-drawn entries) or the print versions (in case of digital artworks) must be submitted by postal mail to UNESCO. Participants may also choose to submit their entries through their countries' National Commissions for UNESCO.

Information about how to create a storyboard as well as a worksheet sample can be accessed below.



PARTICIPATION PROCESS:

Storyboard creation:

Preparing a storyboard is like drawing a comic book. It is a script that presents a story through sketches in chronological sequence. Usually, a storyboard is drawn in pencil, ink, or through digital drawing tools. The images or visual illustrations of the story are portrayed using a series of frames.

The story and drawing should reflect:

- The participant's knowledge of the World Heritage site they have chosen and the exceptional value of the site.
- a challenge/problem faced by the site based on the impacts of Climate Change
- the solution or measures proposed by the participant to the challenge/problem.

Blank storyboard worksheets (which can be found in the attached annexes) should be used for drawing the cartoons. The worksheets give the participants a series of frames that will show the development of the action or story.

Structure of the storyboard:

- Participants should reflect on the story they would like to convey to the audience on the theme of Climate Change. Património should play one of the main roles among the characters, and there should ideally be two more main characters - a young girl and a boy.
- The script will need 'shape' - this means it needs a beginning, middle, and an end.
 - Beginning: The participants should set up story and characters in relation to the selected World Heritage site.
 - Middle: This is the backbone of the story. Here, they should present the obstacles or problems that the characters must overcome; or perhaps if there were no obstacles, an interesting journey, or series of coincidences that they experienced. Participants should communicate main message in this section.
 - End: This is the conclusion of the story where everything should fall together, depicting how the problem should be resolved in the participant's view, and giving the end of the story.
- Participants should balance the presentation of the story. They should consider the number of frames devoted to the description of the site, to the issue confronted by the site, and to the solution they propose.

Sample worksheet and how to fill it out

- The upper part of the frame is for the drawing. The lower part of the frame is for a description of the action, the movement of the characters and for suggestions on music or special effects, etc. to be used in producing the animation. This must be in **English or French**.

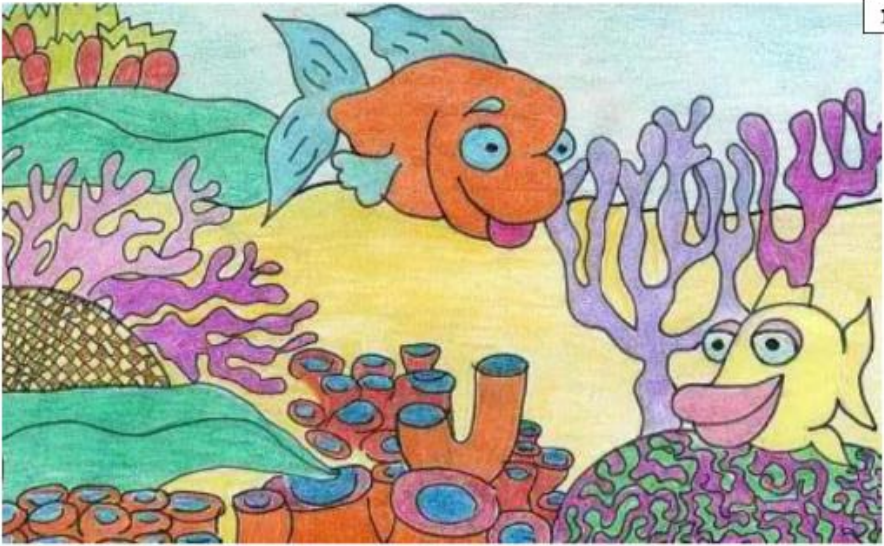


- There will be **no dialogue** in the cartoon, so the drawings must communicate the basic message. Some key words may be added. The participants should draw the characters showing the action they are doing at the moment, and also add a background.
- The number of the frames in chronological order should be indicated at the top right corner. Participants must use a **minimum of 16 and a maximum 24 of frames**.
- If needed, the blank storyboard can be copied or reproduced on a separate sheet of paper. The drawings can be done in black & white or in colour.

Surname:
Name:
Age:

School:
Grade:
Professor:

World Heritage Convention
Address:
Country:

→ This part of the frame is **for the drawing**. The drawings can be in black & white or in colour.

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	<p>This part of the frame to add key words or a description of the action, the movement of the characters and for suggestions on music or special effects, etc. to be used in producing the animation. This must be in English or French.</p>
	

← The participants should number the frames in chronological order at the top right corner and use a minimum of 16 and a maximum 24 of frames.

Prior to submitting the entries:

Participants must make sure to put their personal details at the front of each frame sheet.

Participants must remember to make a copy of the original completed storyboard.

SUBMITTING THE STORYBOARDS

- **If sent by email:**
The **scanned version** of the storyboards should be sent to the World Heritage Centre by email: PatrimonitoCompetition@unesco.org
- **If sent through postal mail:**
The original copies (in case of hand-drawn entries) or the print versions (in case of digital artworks) must be submitted to the attention of:
Ms Ines Yousfi
Focal Point, World Heritage Education Programme
UNESCO World Heritage Centre
7, place de Fontenoy, 75352 Paris 07 SP France
Phone: +33 1 45 68 18 82
E-mail: i.yousfi@unesco.org

The participants may also choose to submit their entries through their countries' **National Commissions for UNESCO**.

Deadline for submissions:

The storyboards must be received at the latest by: **16 October 2022, 23:59 CET**.

SELECTION AND RESULTS

The winning entry will be selected by the **independent jury** established by the World Heritage Centre, comprising heritage and education experts. The winner will receive a **UNESCO certificate**, and the winning storyboards will be professionally adapted into an animated film episode of the *Patrimonito's World Heritage Adventures* series.

The **name of the creator** of the winning storyboard will be **credited in the film** which will be **distributed worldwide** by UNESCO and its partners. The release of the next episode is scheduled for 2023.

Participants can find background information on the World Heritage Convention at: <http://whc.unesco.org/>

They can also discover the World Heritage List and the sites inscribed in and around their region at <https://whc.unesco.org/en/list/>

Resource links on the theme of Climate Change and World Heritage are available at: <https://whc.unesco.org/en/climatechange/>

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Name:

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