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No.F.5-1/2010-INC

INDIAN NATIONAL COMMISSION FOR  
COOPERATION WITH UNESCO  
MINISTRY OF HUMAN RESOURCE DEVELOPMENT  
DEPARTMENT OF HIGHER EDUCATION  
GOVERNMENT OF INDIA  
NEW DELHI - 110 001

Dated, the 12<sup>th</sup> July, 2010.

To

ASPnet Schools  
(As per list enclosed)

Subject: **UNESCO World Heritage Education Programme (WHE): Patrimoinito  
International Storyboard Competition 2010 - 2011.**

Sir/Madam,

The World Heritage Centre, UNESCO, Paris, France is organizing the above mentioned competition and has invited children who will be between the ages of 12 to 18 years old, to submit their Storyboard. Copy of invitation received from the organizers of this competition is enclosed for ready reference.

You are requested to consider participation of children from your school and send the entries to us preferably by **15<sup>th</sup> November, 2010**, so as to enable us to forward it to UNESCO World Heritage Centre, Paris, France within the stipulated time.

Yours sincerely,

(K.S. Kusala Kumar)  
Under Secretary (ICC)  
Tel. 23070660

Encl: As above



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

Organización  
de las Naciones Unidas  
para la Educación,  
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Организация  
Объединенных Наций по  
вопросам образования,  
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منظمة الأمم المتحدة  
للترقية والعلم والثقافة

联合国教育、  
科学及文化组织

## WORLD HERITAGE CENTRE

Indian National Commission for  
Cooperation with UNESCO  
Ministry of Human Resource  
Development Department of  
Secondary and Higher Education  
Government of India Shastri Bhavan  
NEW DELHI 110 001 INDIA,

India

19 May 2010

Ref: **WHC/4/15/8/WHE\_01032010**

Subject **UNESCO World Heritage Education Programme (WHE) :  
Patrimonito International Storyboard Competition 2010 - 2011**

Dear Hon. Shri Kapil Sibal,

Within the framework of the *1972 Convention Concerning the Protection of the World Cultural and Natural Heritage* I have the honor to present to you the **Patrimonito International Storyboard Competition 2010-2011** for which your support and collaboration for the realization would be very much appreciated.

For almost ten years, the World Heritage Education Programme has created special cartoons about World Heritage for children. The animated series, entitled *Patrimonito's World Heritage Adventures* was launched in 2002, and introduces a cartoon character called Patrimonito, who helps children learn about World Heritage sites and the challenges they are facing, as well as propose a solution for helping conserve the site.

These animated short films are intended to mobilize young people to participate actively in World Heritage preservation. Young people are invited to express their ideas through drawings in the form of a storyboard and submit these to UNESCO. In this way, young people in schools and youth organizations can build critical thinking skills about heritage conservation in their own country. This year, we have decided to open the competition at an international level and invite submissions on the following themes:

1. World Heritage and the role of the Communities
2. World Heritage and Sustainable Tourism
3. World Heritage and Sustainable Development

#### 4. World Heritage and Biodiversity

The best storyboards will be selected by an international jury and will be professionally developed into animated cartoons to be disseminated worldwide.

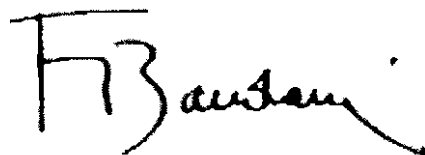
To successfully carry out this project we need your invaluable assistance to (a) encourage educational establishments and youth organizations in your country to participate in the competition; (b) receive and pre-select the storyboard entries (5 best entries per theme) and (c) send the selected storyboards to the World Heritage Centre.

Brief guidelines for the competition are attached as well as background information on each theme, and a kit for participants. In May 2010, these materials will be made available online at the following website: <http://whc.unesco.org/en/patrimoinito/>

If you should require any further information, please do not hesitate to contact Ms Carméla Quin, the Focal Point for World Heritage Education ([c.quin@unesco.org](mailto:c.quin@unesco.org)) and/or Ms Vesna Vujicic-Lugassy, Chief, Communications, Education and Partnerships Unit ([v.vujicic@unesco.org](mailto:v.vujicic@unesco.org)) at the World Heritage Centre.

I thank you in advance for your collaboration and support for this initiative and for the UNESCO World Heritage Education Programme.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'F. Bandarin'. The signature is fluid and cursive, with a large 'F' and 'B'.

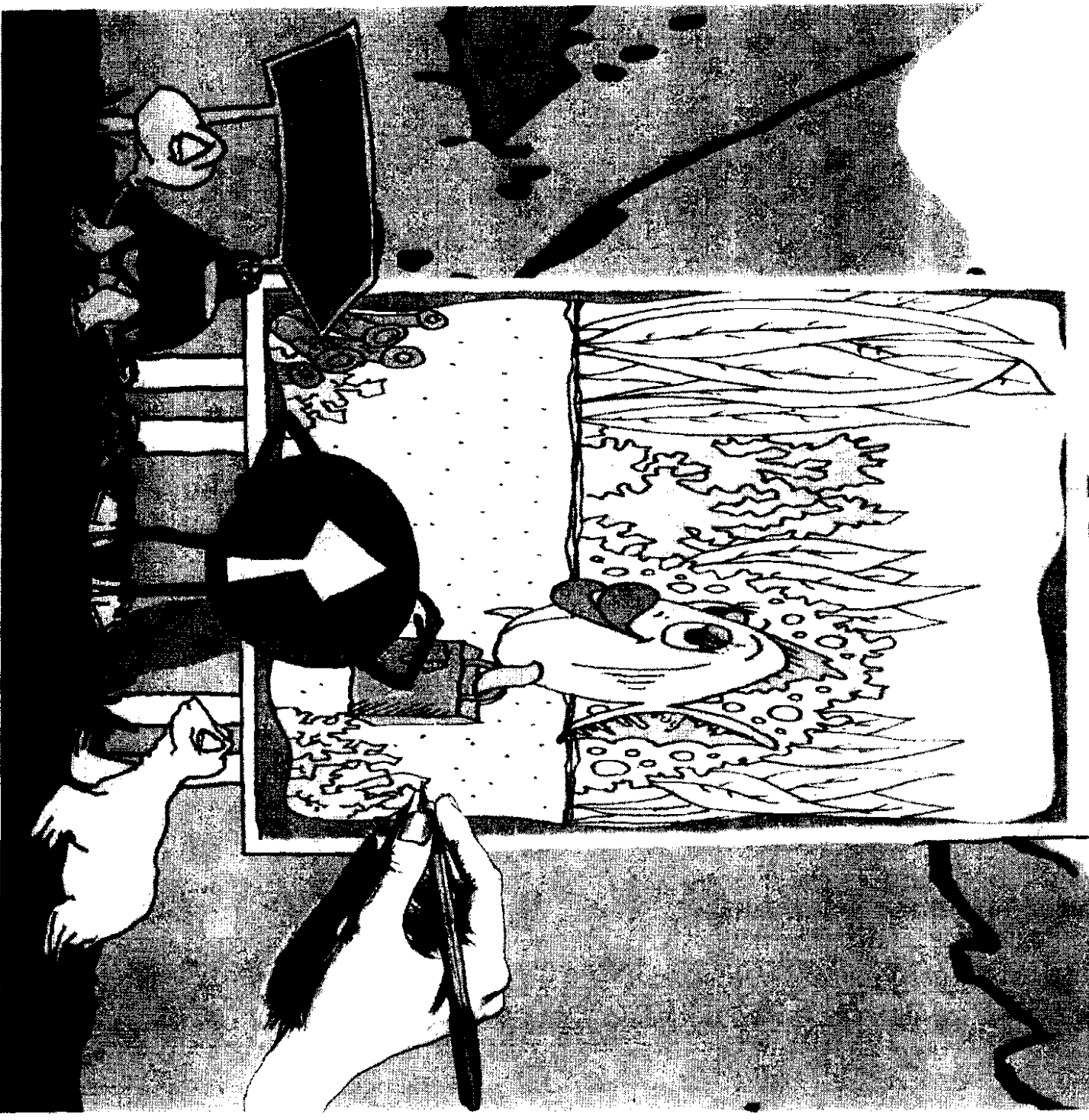
Francesco Bandarin  
Director  
World Heritage Centre  
UNESCO



# Perimeter's World Heritage Adventures

## Join the Storyboard Competition 2010/2011

### Be the next winner!



# **Patrimonto's World Heritage Adventures**

## **International Storyboard Competition 2010-2011**

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**Note: Also available online at <http://whc.unesco.org/> and <http://whc.unesco.org/en/wheducation>**

## **I. Background Information**

### **1. World Heritage Education Programme**

The UNESCO *Young People's World Heritage Education Programme* gives young people a chance to voice their concerns and to get involved in the protection of our common cultural and natural heritage.

Launched in 1994, the Programme seeks to encourage and enable tomorrow's decision-makers to participate in heritage conservation and to respond to the continuing threats facing our World Heritage.

The World Heritage Education Programme is one of UNESCO's most successful flagship projects for young people. It elaborates and develops new innovative tools intended for young people and generates activities such as youth forums, conferences, workshops, training courses, seminars, and volunteer action camps.

Students learn about World Heritage sites as well as the history and traditions of their own and other cultures. They become aware of the threats faced by the sites and learn how nations unite to save heritage that is cherished by the international community as a whole. Most importantly, they discover how they can contribute to heritage conservation and make themselves heard.

### **2. Patrimonito's World Heritage Adventures project**

Over the past eight years, the World Heritage Education Programme has produced a cartoon series called *Patrimonito's World Heritage Adventures*.

The series currently includes the following episodes:

1. [Patrimonito arrives in Cuba: Havana](#)
2. [Patrimonito in Norway: The Wooden Church of Urnes](#)
3. [Patrimonito in New Zealand: The Sub-Antarctic Islands](#)
4. [Patrimonito in Ethiopia: Rock-Hewn Churches of Lalibela](#)
5. [Patrimonito in the Russian Federation: Historic Monuments of Novgorod and Surroundings](#)
6. [Patrimonito in the Democratic Republic of Congo, Uganda and Rwanda: The Virunga Mountains](#)
7. [Patrimonito in Australia: Climate Change and the Great Barrier Reef](#)
8. [Patrimonito in Spain: Old Town of Avila](#)

Each episode is made on the basis of storyboards created by young people to transmit the message of World Heritage protection and preservation to their peers.

You can watch each episode by clicking on the titles above.

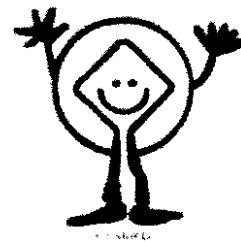
### 3. Storyboard Competition and Patrimonito

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 club members are invited to create storyboards on the specific themes for this year's competition. The best submissions will be selected by an international jury and professionally produced into animated films for global distribution to schools and at World Heritage Youth events.

#### Patrimonito

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.

For more information about Patrimonito see the following link:  
<http://whc.unesco.org/en/patrimonito>

## II. Guidelines for the 2010-2011 Património Storyboard Competition

### 1. Who can participate?

Young people from all over the world are invited to submit a storyboard.

Contestants must be 12 to 18 years old. This is an ideal activity for individual students and community youth club members who can submit one storyboard entry each. There is no limit in the number of storyboard entries submitted by a school or youth club.

### 2. Competition themes

Each participant should pick one theme related to one World Heritage site of his or her choice. The four proposed themes are:

- a) **World Heritage and the role of Communities** (people living in and around World Heritage sites)
- b) **World Heritage and Sustainable Tourism** (visiting responsibly)
- c) **World Heritage and Sustainable Development** (how to balance preserving heritage for future generations with meeting human needs)
- d) **World Heritage and Biodiversity** (sites that are crucial to sustaining life, nature or species, including those endangered)

Themes can be combined, but the predominant theme must be indicated.

### 3. Create your storyboard

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 or ink. The images or visual illustrations of the story are portrayed using a series of frames.

Your story and drawing should reflect:

- a) your **knowledge of the World Heritage site** you have chosen and reasons for its inscription on the World Heritage List
- b) a **challenge/problem faced by the site** based on the theme you have chosen
- c) the **solution** you propose to the challenge/problem.

Use blank storyboard worksheets for drawing the cartoons. The worksheets give you a series of frames that will show the development of the action or story.

#### 4. Structure of your storyboard:

a) First, you need to decide what story you are going to tell. Think about what you want to communicate to the audience. Remember that your story should reflect the theme that you have chosen. **Do not forget that Patrimonito should play one of the main roles among your characters.**

b) Your script will need 'shape' - this means it needs a beginning, middle, and an end.

Beginning:

- Set up your story and characters in relation to the selected World Heritage site

Middle:

- This is the backbone of your story. Here you present the obstacles or problems your characters have to overcome; or, perhaps there were no obstacles but an interesting journey or series of coincidences that they experienced. Communicate your main message.

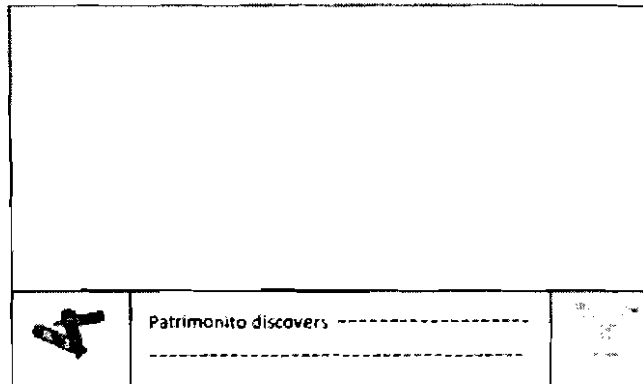
End:

- This is the conclusion of your story where everything should become clear, showing how you think the problem should be resolved and giving the end of the story.

c) Balance the presentation of your story. Consider the number of frames devoted to the description of the site, to the issue confronted by the site and the solution you propose.

Background information on World Heritage sites is available at <http://whc.unesco.org/>  
Resource links on the specific themes will be available at  
<http://whc.unesco.org/en/wheducation>

## 5. 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 your drawings must communicate the basic message. Some key words may be added. Draw your characters showing the action they are doing at the moment. Add a background.
- Number the frames in chronological order at the top right corner. 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: ..... School: ..... Address: .....  
 Name: ..... Grade: ..... Country: .....  
 Age: ..... Professor: .....

← Number the frames in  
 chronological order at the top  
 right corner. Use a minimum of  
 16 and a maximum of 24 of  
 frames



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

	<p>Use 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>	
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## 6. Submitting your storyboards

The **original copy** of the storyboard should be sent to the office of the **National Commission for UNESCO of your country**.

Your storyboard must be received by the National Commission at the latest by: **15 December 2010**.

See the link below for the list of National Commissions and their addresses:  
[http://www.unesco.org/ncp/index.php?lc=E&region=1&module=national\\_commissions&showall=1](http://www.unesco.org/ncp/index.php?lc=E&region=1&module=national_commissions&showall=1)

### Prior to submitting your entry:

Remember to put your personal details at the front of each frame sheet.  
Remember to make a copy of the original completed storyboard.

## 7. Selection Criteria

The following **criteria** will be used during the selection process

A. General Presentation	Points
1. Creativity, clarity and overall presentation of the design	/20
2. Presence and active role of Património	/20
<b>B. Contents reflecting</b>	
3. Knowledge about the values of the site and the link to the theme chosen	/20
4. Overview of situation and challenges faced by the site	/20
5. Relevance and quality (realism, effectiveness, viability) of the proposed solution or message	/20
<b>Total</b>	<b>/100</b>

## 8. Winners and Awards

Up to five storyboards per theme will be selected by the **National Commission of your country**.

Finalists at the national level will receive a UNESCO Certificate. All of the national finalists will have a chance to enter the international round, where the storyboards will be judged by an independent jury of heritage and education experts.

Three storyboards per theme will be selected by the jury at the **UNESCO Headquarters**.

In the spring of 2011 UNESCO will announce the international winners.

There will be **twelve winners** (three winners per theme), and each of them will receive a **UNESCO certificate and a UNESCO medal**.

The winning storyboards will be professionally transformed into animated film episodes of the *Patrimonto's World Heritage Adventure* series.

The name of each young author of the winning storyboards 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 2011.

**Contact:**

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E-mail: [PatrimonitoCompetition2011@unesco.org](mailto:PatrimonitoCompetition2011@unesco.org)  
Website: <http://whc.unesco.org/en/patrimonito/>

**Partners:**

National Commissions for UNESCO  
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