

Session 3: New Heritage Data: Collecting and Storage (ZHG/Hörsaal A)

- 10:00 - 10:10 **Moderator Session Introduction**
Christine Gleisner Vergara (Chile)
- 10:10 - 10:40 **Keynote Speech**
Mario Santana Quintero (Canada)
- 10:40 - 11:00 **Coffee break** (ZHG/Foyer)
- 11:00 - 11:20 **Systematic Data Collection as a Preventive Measure for the Protection of Sites along the Silk Roads** by Ona Vileikis (Belgium) and Eduardo Escalante Carrillo (Mexico)
- 11:20 - 11:40 **Documenting Indian Vernacular Architecture** by Gayathri Hegde (India)
- 11:40 - 12:00 **The Heritage Development Model® (HDM), Benefits and Future Development** by Gerco Meijer (Netherlands)

Session 4: World Heritage Education

(Parallel to Session 3: ZHG/Hörsaal B)

- 10:00 - 10:10 **Moderator Session Introduction**
Dagnija Baltina (Latvia)
- 10:10 - 10:40 **Keynote Speech**
Yanet Lezama - López (Mexico)
- 10:40 - 11:00 **Coffee break** (ZHG/Foyer)
- 11:00 - 11:20 **The Role of Interpretation and Education to Enhance Visitor Behavior for the Conservation of Heritage Sites** by Mona Ahmed Sobee (Egypt)

- 11:20 - 11:40 **The Role of 'Gamification' and 'Edutainment' in the Revitalization of World Heritage Tourist Attractions in the UK** by Viachaslau Filimonau (UK)
- 11:40 - 12:00 **Interpreting Albertan World Heritage Natural Sites to Millennials Tourists from China** by William X Wei (Canada)
- 12:00 - 13:00 **Lunch** (ZHG/Foyer)
- 13:00 - 13:20 **Development of World Heritage Education in Secondary Education in Georgia** by Manana Tevzadze (Georgia)
- 13:20 - 13:40 **Volunteering at UNESCO World Heritage Sites as a Tool for Civic Engagement and Informal Learning**
Anna Dontcova (Germany)
- 13:40 - 14:40 **Summary of Sessions 3 & 4 and Panel Discussion**
- 15:00 - 15:30 **Acknowledgements, Introduction of a New Board, Conference End**
- 15:30 - 16:00 **Coffee Break** (ZHG/Foyer)
- 16:00 - 17:00 **Departure of Participants**

World Heritage Theory, Policy and Practice

April 12th – 14th, 2017, BTU

DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

b-tu

Brandenburg
University of Technology
Cottbus - Senftenberg



IAWHP International Association
of World Heritage Professionals e.V.

Photos and design: Lilit Gyulazyan

12th April 2017

Venue: Zentrales Hörsaalgebäude (ZHG), BTU

10:00 - 11:00 **Participants Arrival and Registration, Coffee Break**
(ZHG/Audimax Foyer)

Opening

Venue: ZHG/Hörsaal A, BTU

11:00 - 11:10 **Welcome from the IAWHP e.V. Board**
Khrystyna Shakhmatova

11:10 - 11:25 **Welcome from BTU Cottbus - Senftenberg**
Christin Handrek

11:25 - 11:35 **Welcome from the City of Cottbus**
Henry Crescini

11:35 - 11:45 **Welcome from the Chair**
Daniel Bühler

11:45 - 12:00 **Introduction to the Conference**

12:00 - 13:00 **Lunch** (ZHG/Foyer)

13:00 - 14:00 **IAWHP e.V. General Assembly**
(ZHG/Audimax 1)

14:00 - 15:15 **Workshop - Sorbian Easter Egg Painting** (ZHG/Foyer)

15:30 - 19:00 **Excursion to Cottbus City Museum Bus City Tour**

19:00 - 20:00 **Dinner at Cavalierhaus**
End of Day 1, Presentation of Schedule for Day 2

13th April 2017

Venue: Zentrales Hörsaalgebäude (ZHG), BTU

08:30 - 09:00 **Participants Registration**
(ZHG/Audimax Foyer)

Session 1: Challenges and Opportunities in Implementing the World Heritage Convention

(LG 1A / HS 1)

09:00 - 09:10 **Moderator Session Introduction**
Ona Vileikis (Belgium)

09:10 - 10:40 **Keynote Speech**
Bartomeu Deyà (Spain)

10:40 - 11:00 **Pursuit towards the World Heritage Status** by Dagnija Baltiņa (Latvia)

11:00 - 11:30 **Coffee Break** (ZHG/Foyer)

11:30 - 11:50 **Towards People-Centered Approach in the Management of the Natural and Cultural Heritage of the Ohrid Region World Heritage Site** by Ana Aleksova (Macedonia) and Marcelo Miranda (Portugal)

11:50 - 12:10 **The Relationship of Theory and Practical Approach to the World Heritage in Serbia – between Disagreement and Profusion** by Nadja Kurtovic (Serbia) and Folic Natasa Zivaljevic Luxor (Serbia)

12:10 - 13:30 **Lunch** (BTU Mensa)

13:30 - 13:50 **World Heritage Convention: a Vision for the Future** by Nicole Franceschini (Italy)

13:50 - 14:30 **Panel Discussion**

14:30 - 15:00 **Poster Presentations** (ZHG/Foyer)

15:00 - 15:30 **Coffee Break** (ZHG/Foyer)

Session 2: Middle Eastern Heritage: Threats and Opportunities (ZHG/SR 3)

15:30 - 15:40 **Moderator Session Introduction**
Manana Tevzadze (Georgia)

15:40 - 16:10 **Keynote Speech**
Leo Schmidt (Germany)

16:10 - 16:30 **Influence of World Heritage Status on the Decision Making and Project Implementation** by Miray Hasaltun Wosinski (Bahrain)

16:30 - 16:50 **World Heritage Nomination Challenges of Jarash Archaeological Site in Jordan** by Mohammad El-Khalili (Jordan) and Nizar Al Adarbeh (Jordan)

16:50 - 17:10 **Challenges and Opportunities in Integrated Natural and Cultural Heritage Management at World Heritage Sites in Jordan** by Nizar Al Adarbeh (Jordan) and Majed Hasanat (Jordan)

17:10 - 17:30 **Panel Discussion**

19:00 - 21:00 **Dinner in Heimelich**
End of Day 2, Presentation of Schedule for Day 3

14th April 2017

Venue: Zentrales Hörsaalgebäude (ZHG), BTU

09:00 - 10:00 **Administrative Meeting of DAAD Funded Participants** (ZHG/SR 3)