

## Invitation

# World Heritage – Shaping the future!

Online event, 27 and 28 April 2021,  
from 3:45 to 5:30 pm, daily.



*'Inspiring young people rarely works out by chance. It helps if you define it as your goal!'*  
Simon Schnetzer

The Saxon State Ministry for Regional Development cordially invites you in cooperation with the Saxon State Office for the Conservation of Monuments, the Ministry for Science, Further Education and Culture Rhineland-Palatinate, the German Commission for UNESCO, ICOMOS Germany, the Association of World Heritage Sites in Germany e.V., the Zweckverband Welterbe Oberes Mittelrheintal and the Welterbe Montanregion Erzgebirge e.V. to the online conference 'World Heritage – Shaping the future' on April 27 and 28, 2021, from 3:45-5:30 p.m., daily. Join youth researcher Simon Schnetzer in our online event and help to develop the active participation and engagement of younger generations in shaping the future of World Heritage sites. As future designers, young people play a central role in the protection and preservation of UNESCO World Heritage Sites. The aim of the conference is to engage young people to cocreate the future of World Heritage, to identify central challenges and to develop creative solutions. To achieve this, we build on the active participation of young people – as 'heirs of tomorrow'!

**Your contribution is needed for the success of the conference!**

Please complete the survey until 22 April 2021 under the following link: <https://www.surveymonkey.de/r/N2SKHLJ>

The project pitching offers the possibility to introduce an own youth project into the further discussion and impulse with Mr Schnetzer. If you're ready to share your project/experience please provide your contact details via question 5 in the survey. During the session, the participants vote the projects that should be presented. Projects that are nominated for the voting will be informed in advance in order to prepare for the interview format with three questions. We are looking forward to your contribution.



**Registration:** The number of participants is limited. Please register here by April 25, 2021:  
Attendance on April 27, 2021: <https://mitdenken.sachsen.de/1022351>  
Attendance on April 28, 2021: <https://mitdenken.sachsen.de/1024315>  
We will send you a Zoom link prior to the conference. Please note that the conference session and breakout groups will be recorded.

**Contact:** Friederike Hansell, World Heritage Desk Officer, Saxon State Office for the Conservation of Monuments;  
e-mail: [friederike.hansell@lfd.sachsen.de](mailto:friederike.hansell@lfd.sachsen.de), tel.: 0351 48 430404

## Programme 27 April 2021: World Heritage - inspiring young people with projects

moderated by Carolin Kolhoff, German Commission for UNESCO

- 3:45-4:00 p.m.:** Warm-up and round of introductions. *Moderated by Simon Schnetzer, Youth Researcher*
- 4:00-4:05 p.m.:** Opening. *Carolin Kolhoff, German Commission for UNESCO*
- 4:05-4:15 p.m.:** Results of the survey on youth participation at World Heritage Sites and challenges from the World Heritage perspective. *Friederike Hansell, Saxon State Office for the Conservation of Monuments*  
Short introduction of the projects for the following pitching. *Nadya König-Lehrmann, Zweckverband Oberes Mittelrheintal.*
- VOTING 'Youth projects at World Heritage Sites'
- 4:15-4:30 p.m.:** Project pitching 'Youth projects at World Heritage Sites'. *Representatives of the selected projects interviewed by Simon Schnetzer*
- 4:30-4:45 p.m.:** Inspiring youth and cocreating projects. *Simon Schnetzer*
- 4:45-5:10 p.m.:** Breakout sessions about youth projects in World Heritage
- 5:10-5:25 p.m.:** Summary and discussion via chat function. *Simon Schnetzer*
- 5:25-5:30 p.m.:** Wrapping-up. *Carolin Kolhoff*
- 5:30-6:00 p.m.:** Get together in Breakout sessions



## Programme 28 April 2021: World Heritage Heirs of tomorrow – shaping the future together

moderated by Tino Mager, ICOMOS

- 4:45–4:00 p.m.:** Warm-up and arrival. *Simon Schnetzer, Youth Researcher*
- 4:00–4:05 p.m.:** Opening. *Friederike Hansell, Saxony State Office for the Preservation of Monuments*
- 4:05–4:15 p.m.:** 'We'll inherit everything' – statements from the perspective of the youth in the World Heritage Sites Upper Middle Rhine Valley and Erzgebirge/Krušnohoří Mining Region.
- 4:15–4:45 p.m.:** The Future Shapers. Impulse and interaction. *Simon Schnetzer*  
Involving young people and making World Heritage ready for the future – a critical view from the perspective of Generation Z. How do we achieve that young people develop an emotional attachment to World Heritage? Which channels are relevant?
- VOTING 'Social World Heritage'
- 4:45–5:15 p.m.:** Moderated discussion with participation via chat function: future 'Social World Heritage'? *Simon Schnetzer, and Nina Poppel, Content Creator 'Nini explains politics!'*
- 5:15–5:25 p.m.:** Evaluation and discussion: mindmapping. *Simon Schnetzer*
- 5:25–5:30 p.m.:** Wrapping-up. *Ulrich Schreiber, Saxon State Ministry for Regional Development*

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UND KULTUR



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Monuments and Sites

Conseil International  
des Monuments et des Sites

Deutsches Nationalkomitee e.V.



Deutsche  
UNESCO-Kommission

Organisation  
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für Bildung, Wissenschaft  
und Kultur



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und Kultur



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Oberes Mittelrheintal  
Welterbe seit 2022



Welterbe  
Oberes Mittelrheintal  
Zweckverband



berg formt Landschaft



## Information about the speakers and the moderators

**Carolin Kolhoff** is Head of Division of World Heritage at the German Commission for UNESCO. She is responsible for the knowledge transfer of UNESCO guiding themes on World Heritage and for fostering the networking of the currently 46 World Heritage sites in Germany at national and international level. Previously, she managed the nationwide campaign 'Open Monument Day' for many years at the German Foundation for Monument Protection. Carolin Kolhoff studied Prehistory and Early History, Provincial Roman Archaeology and Geology in Cologne and Kiel and is a trained PR consultant.

**Friederike Hansell** is the World Heritage Desk Officer at the State Office for the Conservation of Monuments in Dresden. After studying prehistory and early history, classical archaeology and ethnology, she completed the international master's programme in World Heritage Studies at BTU Cottbus. From 2010 to 2019, she was responsible for the preparation of the transboundary World Heritage nomination 'Erzgebirge/Krušnohoří Mining Region'. Since September 2015, she has also been responsible for all World Heritage matters in the Free State of Saxony. Her task includes above all the promotion of the World Heritage idea and the communication of the World Heritage to young generations.

**Nadya König-Lehrmann** is World Heritage Manager and Managing Director of the Upper Middle Rhine Valley World Heritage Association. After studying architecture at the Technical University of Kaiserslautern, she worked from 2004 to 2008 as a project manager at Company for innovation and business development in Saarbrücken in the field of regional development and strategic planning. In 2008 followed the project management at the Zweckverband Welterbe Oberes Mittelrheintal, where she has been the World Heritage Manager since 2011 and the contact person for all matters concerning the World Heritage and also mediates the World Heritage within the framework of various projects.

**Tino Mager** is Assistant Professor of the History and Theory of Architecture and Urbanism at the University of Groningen. He studied media technology in Leipzig and art history and communication science in Berlin, Barcelona and Tokyo. After research stays in Japan and at the University of California, Los Angeles, he was a lecturer at TU Berlin and the ITU Istanbul, scientific assistant at the Chair of History and Theory of Architecture at TU Dortmund, fellow of the Leibniz Association and the University of Queensland, and postdoc at the Faculty of Architecture and the Built Environment at TU Delft. As a member of the ICOMOS working group 2020 and the working group on heritage communication of the German National Committee for Monument Protection, he is committed to intergenerational integration in the field of cultural heritage.

**Nina Poppel** inspires as content creator "Nini explains politics" a community of almost 100,000 followers on TikTok. Her goal is to explain the basics of politics in a simple and easy-to-understand way. Democracy and feminism are especially close to her heart. All under the motto "knowledge is our weapon". This is the background to her channel - well-researched knowledge as a weapon in times of fake news, conspiracy theories and the crisis of democracy. Born in Sigmaringen, she has gained journalistic experience at ZDF and SWR, among others, and is currently completing her master's degree in empirical political and social research at the University of Stuttgart. On TikTok, the 26-year-old was part of the official educational creator team #LernenMitTikTok. In the course of this program, she was trained by TikTok to design innovative and appealing learning content for the platform.

**Simon Schnetzer** was born in Kempten, Allgäu, in 1979. After professional stations in Berlin, Geneva, London and Nairobi, the studied economist started his own business as a youth researcher, speaker and trainer in his home country. Since 2010, he has been publishing the study "Young Germans", to explore and shape the future of young people's private and working lives. Today, he is one of the top speakers and leadership trainers for Generation Z and Millennials. In addition, Simon Schnetzer is committed to the start-up scene in the Allgäu region and runs the award-winning Gründervilla to provide a stage for people with ideas and a base for founders. Simon Schnetzer is married and lives with his family in the Allgäu region.

**Ulrich Schreiber** has been Head of the Department for Monument Conservation and Protection at the Saxon State Ministry for Regional Development since 2016. After studying law and completing his legal clerkship, he took on various tasks in Saxon state and local government, including environmental protection, agriculture and rural development. In addition, he is a member of the bilateral steering group of the World Heritage Site Erzgebirge/Krušnohoří Mining Region.