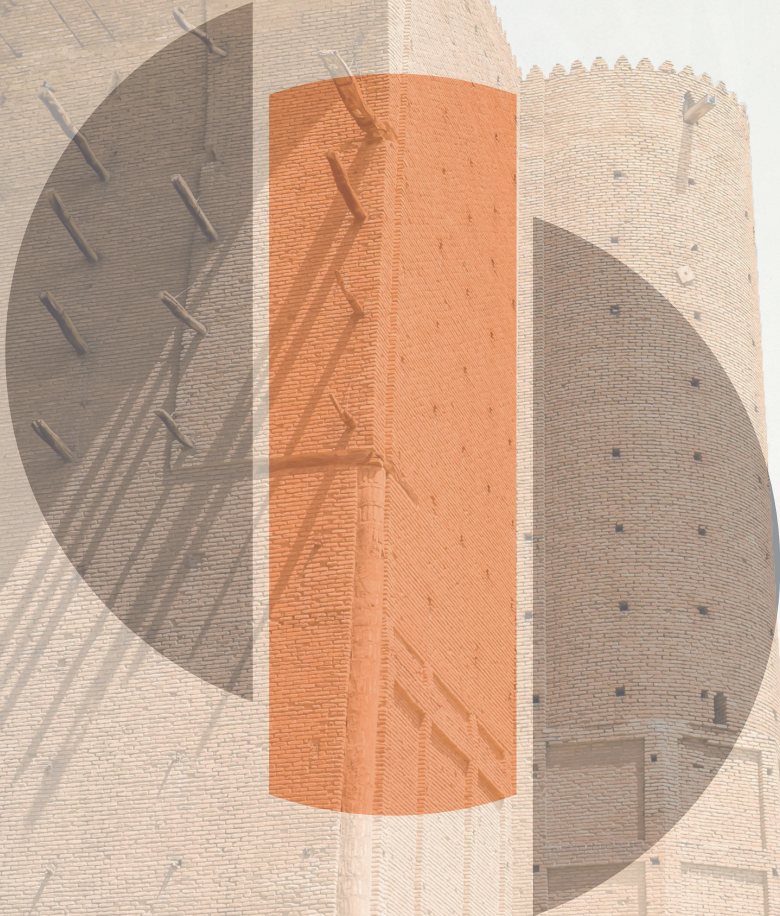


إيسيسكو
ICESCO

Heritage Centre in
the Islamic World

PRESERVING THE HERITAGE:

**Promoting and profiling the
Heritage in the Islamic World**







INTRODUCTION:

In an era marked by rapid globalization and cultural homogenization, the Islamic World stands as a beacon of rich heritage and profound history. As the Islamic World Educational, Scientific, and Cultural Organization (ICESCO), bear a sacred responsibility to safeguard and celebrate this invaluable heritage. The mission transcends just preservation; it encompasses the dissemination of knowledge, the empowerment of youth, and the fostering of cross-cultural understanding. This concept note elucidates our strategic approach towards achieving these noble objectives, with a particular focus on the pivotal role of ICESCO's Culture and Communication sector and the Center of Heritage in the Islamic World, including the innovative digital project, the Portal of Heritage of the Islamic World.



VISION:

By the year 2025, 1000 significant heritage sites across the Islamic World will be registered, thereby immortalizing the cultural treasures that define our collective identity. Through concerted efforts in youth engagement and empowerment, facilitated by ICESCO's Culture and Communication sector, we seek to instill a sense of ownership and responsibility among the future custodians of our heritage. Leveraging the power of social media and digital platforms, we aspire to showcase the multifaceted beauty of Islamic heritage to a global audience, fostering cross-cultural understanding and appreciation, epitomized by the innovative digital platform, the Portal of Heritage of the Islamic World.



STRATEGIC OBJECTIVES:

1. Heritage Site Registration:

- Collaborate with national and regional authorities, heritage experts, and academic institutions to identify, document, and register 1000 heritage sites of exceptional cultural significance.
- Employ rigorous criteria, developed in consultation with the Center of Heritage in the Islamic World, to ensure the authenticity, integrity, and representativeness of the selected sites.
- Facilitate capacity-building initiatives, spearheaded by ICESCO's Culture and Communication sector, to enhance local communities' involvement in the preservation and promotion of heritage sites.





2. Youth Engagement & Empowerment:

- Launch comprehensive educational programs targeting youth, led by ICESCO's Culture and Communication sector, aimed at fostering a sense of pride and responsibility towards cultural heritage.
- Establish youth-led initiatives and volunteer networks, dedicated to the conservation and promotion of heritage sites.
- Provide training opportunities, mentorship programs, and grants, facilitated by ICESCO's Culture and Communication sector, to empower young leaders as ambassadors of cultural preservation.
- Develop a summer school program for young professionals in heritage, offering specialized training and hands-on experience in heritage conservation and management.

3. Social Media Showcasing and the Portal of Heritage of the Islamic World:

- Develop a dynamic multimedia platform, and highlighted by the Portal of Heritage of the Islamic World, dedicated to showcasing the diversity and splendor of Islamic heritage.
- Collaborate with influencers, content creators, and cultural institutions to curate engaging and informative content for online audiences, facilitated by ICESCO's Culture and Communication sector.
- Utilize storytelling, virtual tours, and interactive experiences through the Portal of Heritage of the Islamic World to make Islamic heritage accessible to a global audience, transcending geographical barriers.





4 IMPLEMENTATION STRATEGY:

- Implement comprehensive capacity-building programs aimed at enhancing the skills and knowledge of local communities, heritage professionals, and relevant stakeholders in heritage preservation and promotion.
- Forge strategic partnerships with governmental agencies, NGOs, academic institutions, and the private sector, coordinated by ICESCO's Culture and Communication sector, to mobilize resources and expertise.
- Establish a dedicated task force, comprising representatives from ICESCO and the Center of Heritage in the Islamic World, responsible for coordinating and monitoring the implementation of heritage preservation initiatives, including the development and management of the Portal of Heritage of the Islamic World.
- Leverage digital technologies and innovative tools, to streamline data collection, analysis, and dissemination processes, ensuring the seamless operation of the Portal of Heritage of the Islamic World.
- Conduct regular evaluations and impact assessments, led by ICESCO's Culture and Communication sector, to measure the effectiveness of our interventions and identify areas for improvement, including enhancements to the Portal of Heritage of the Islamic World.

5 PROPOSED ACTIVITY AND BUDGET

Activity	Proposed period	Expected results
Capacity-building programs arab region	June-August 2024	Workshops
Capacity-building programs Asian region	September 2024	Workshops
Capacity-building programs African region	November 2024	Workshops
Strategic partnerships	2024	MOU
Digital Portal of Héritage	December 2024	Promotion
Media and communication	2024-2025	Valorisation
Publication, book edition	June 2024 – December 2025	4 books 2 Catalogues
School program for young professionals	Mars 2025	Youth program
Exhibition	July 2025	Heritage exhibition
Registration and meeting of committee	2024-2025	Report and strategies
Revising the process of registration	December 2024	Forms and documents
Contingency/meetings	2024-2025	Annual reports
Fundraising	June to December 2024	

6 CONCLUSION:

The programme is committed to safeguarding the cultural legacy entrusted to us by past generations. Through strategic planning, collaborative partnerships, and innovative approaches, facilitated by ICESCO's Culture and Communication sector including the groundbreaking digital initiative, the Portal of Heritage of the Islamic World, we aspire to ignite a renaissance of cultural pride and appreciation, transcending borders and generations.









      
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