



The “YoungArchHers” Built Heritage Awareness Campaigns

Project Result 4: Methodology Report
(PR4 A2.3 & A3.3)



YoungArchHers





Co-funded by
the European Union



Disclaimer

The YoungArchHers project is co-financed by the ERASMUS+ program of the European Union and will be implemented from January 2022 to January 2024. Its publications reflect the views of the authors, and the European Commission cannot be held responsible for any use that may be made of the information contained therein (Project code: 2021-1-FR01-KA220-SCH-000034341)



Contents

Disclaimer.....	2
Methodology Report: The “YoungArchers” Built Heritage Awareness Campaigns	4
Overview	4
PR4A1: Materials Piloting.....	4
PR4A2: Local Awareness Campaign	5
PR4A2.1: Creation of Collective Digital Storytelling Work	6
PR4A2.2: Preparation of Local Built Heritage Awareness Campaigns.....	7
PR4A3: International Awareness Campaign.....	8
PR4A3.1: The International Campaign’s Scenario	8
PR4A3.2: The “YoungArchers” Digital Storytelling.....	8
Conclusion	9



Methodology Report: The “YoungArchers” Built Heritage Awareness Campaigns

Overview

This comprehensive methodology report details the intricate planning and execution of both local (PR4 A2.3) and international (PR4 A3.3) campaigns under the umbrella of the "YoungArchers" Built Heritage Awareness initiative. The report unfolds the methodology employed by school groups for local campaigns and the collective strategy for the international campaign. **This document serves as the guiding template for anyone interested in organising similar activities through the YoungArchers material or similar initiatives promoting cultural heritage and preservation.**

PR4A1: Materials Piloting

The materials piloting phase involved the development and testing of various materials that were used in the “YoungArchers” Built Heritage Awareness Campaigns. These materials included the deliverables that preceded the campaigns.

Specifically: primary teachers' training based on the Educational Toolkit (PR1), testing of the walks in Athens and Nicosia with students (PR2), testing of the game with students (PR3), and other informative resources.

The methodology that was used to test all three aforementioned project results was broadly divided into the following steps:



1. Needs Assessment: Conduct a thorough assessment to identify the key information to be included in the materials, so that these align with the goals of the project, and by extension the built heritage awareness campaigns.
2. Content Development: Collaborate with primary school teachers, heritage experts, digital accessibility experts and stakeholders to develop accurate and engaging content, and accessible to a diverse audience.
3. Design and Layout: Follow the project's visual identity – logo, colour scheme, graphic elements – to create visually appealing materials that effectively communicate the message. Consider cultural aesthetics and digital accessibility in the design process.
4. Piloting: Distribute the materials to a small sample audience and gather feedback. Evaluate the effectiveness of the materials in conveying the intended message and make necessary adjustments.
5. Finalisation: Incorporate feedback from the pilot phase and finalize the materials. Upload and publish on the website for transferability to the intended and interested users.

PR4A2: Local Awareness Campaign

Building upon the principles of the YoungArchers project, the awareness campaigns have leveraged their efficient training materials and accessible interdisciplinary tools produced. These resources were designed to support teachers in motivating their students to discover the European dimension of their local built heritage and develop participatory skills. The campaigns were tailored to resonate with the unique cultural and historical context of each locality involved (i.e., Athens, Nicosia), as well as with the European context.



The local awareness campaign aimed to spread awareness of architectural heritage protection. This included digital storytelling, preparation of local built heritage awareness campaigns, methodology reporting (i.e. this document) and the dissemination of the videos produced on the project's website and through the project's and the partners' social media platforms.

PR4A2.1: Creation of Collective Digital Storytelling Work

The methodology for the development of digital storytelling works includes:

1. In-class activities: School partners plan and conduct in-classroom workshops to help the students learn about built heritage.
2. Digital Production: Utilise multimedia tools to create engaging digital storytelling content. Ensure that the stories resonate with the local community. Consider implementing this activity within the context of ICT classes, providing children with access to technological resources to create their own avenues of storytelling through innovative means.
3. Feedback and Revision: Share the digital storytelling work with the partners for feedback. Revise the content based on the feedback received.
4. Dissemination: Use the project's website and the project's and partners' social media platforms to share the videos with the wider community.



Context specific: The aftermath of these walks was the creation of a digital magazine, posters and promotional videos, all conveying the emotions and understanding of architectural heritage and inclusion as seen through the eyes of the children.

For Nicosia, with the support of Morningside Montessori Elementary (school partner), the local campaign and the digital storytelling work were based on the photos, video clips, and interviews conducted by the students during the implementation of the Nicosia walks. Utilizing these elements, the students created a video as part of their ICT club during the activities that took place on the “YoungArchers Day.”

For Athens, the local campaign and the digital storytelling works were based on the photos taken during the implementation of the Athens walks, as well as by showcasing the students’ creative work developed in the context of their school lessons and during the activities that took place on the “YoungArchers Day.”

PR4A2.2: Preparation of Local Built Heritage Awareness Campaigns

Part of the dissemination action plan for the built heritage campaigns included the following actions:

1. Community Engagement: Inform associated partners and local organisations about the campaign.
2. Event Planning: Organise events such as heritage walks and conferences to showcase the local built heritage. For example, the activities of this programme were done during in-class activities for the school partners, and for the non-school partners, these were conducted during the preparation



phase and implementation of the multiplier events in their respective countries.

3. Communication Channels: Utilize local media and social platforms to disseminate information about the campaign.

PR4A3: International Awareness Campaign

The international awareness campaign involved the creation of a campaign scenario, the production of a "YoungArchers" video, highlighting key concepts and materials developed in the context of the project to promote built heritage preservation.

PR4A3.1: The International Campaign's Scenario

1. Conceptualisation: Develop a conceptual framework for the international campaign, outlining goals, target audience, and key messages. In the context of the YoungArchers project, this occurred over two (2) transnational online sessions between the partners and the school partners' teachers and students (9-12 years old).
2. Collaboration: The partners collaborated to ensure thorough awareness about architectural heritage protection among the intended target group (i.e., teachers and their students, 9-12 years old) in the campaign scenario.

PR4A3.2: The "YoungArchers" Digital Storytelling

1. Script Development: Think of a compelling script that aligns with the campaign's goals.
2. Digital Storytelling Production: Produce a video and/or comic strips that demonstrates the significance of built heritage.



3. Localisation: Ensure the video was translated and localised to resonate with the cultural nuances of different regions.

Conclusion

This comprehensive methodology for the built heritage awareness campaigns encompasses materials piloting, local and international awareness campaigns, digital storytelling, dissemination plan and reporting, ensuring a holistic and effective approach to heritage preservation and promotion, in the context of architectural heritage protection as learned in primary schools.