

RWANDA HERITAGE HUB

IMPLEMENTED BY



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PILOT PHASE

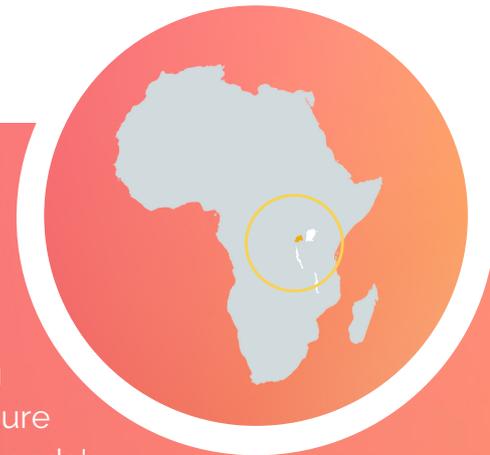
2022-2024



Youth.Heritage.Africa is a new ICCROM long-term regional initiative. The goal is to create economic value, invest in social and human capital, and foster innovation and creativity within the heritage sector in line with the UN Sustainable Development Goals and the aspirations of the African Union's Agenda 2063. **Through our Heritage Hubs we seek to connect the younger generation and youth organizations with strategies and initiatives that will make Africa's heritage a source of economic and social opportunity for their benefit.**

CONTEXT

Rwanda is rich in cultural heritage, both tangible and intangible. At the same time, its creative industries are expanding and gaining recognition. Over the last decade, the country's growing economy has helped boost its cultural tourism. However, to ensure long-term economic and social development and safeguard Rwanda's cultural heritage, a more holistic approach is needed.



OUR APPROACH

Established in partnership with the Rwanda Cultural Heritage Academy (RCHA), the Rwanda Heritage Hub (RHH) is a knowledge and training center, which focuses on the promotion of cultural heritage and creative industries as sectors for youth employment and job creation. The scope of RHH's activities is wide, and it encompasses engaging youth in museum and heritage sites management, development of cultural creative industries, cultural tourism, archives and library services. Besides, RHH specializes in building entrepreneurship skills and advancing digital literacy among youth in the cultural heritage sector.

ACTIVITIES AND THEMES

HERITAGE-RELATED BUSINESS DEVELOPMENT

RHH will encourage Rwandan youth to develop products and business models including digital communication platforms, video games, research tools and other solutions for cultural heritage and related sectors. The best projects are awarded on annual basis.

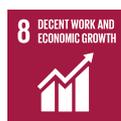
CAPACITY BUILDING AND TRAINING

Capacity building activities of RHH include training programmes in heritage management, cultural tourism, and digital literacy skills, each of them tailored for different target audiences. To support these activities RHH will host two internships and two research fellowships annually.

COMMUNICATION PLATFORMS

To promote heritage awareness, special emphasis is made on communicating the value of culture through events, gatherings, festivals, social media campaigns and web platforms.

OUR COMMITMENT



OUR GOALS

Raise awareness and sensitize youth about Rwanda's cultural heritage and unlock the opportunities it offers to young people.

Position cultural heritage and creative industries as prospective sectors for employment and income generation by promoting heritage-related entrepreneurship.

Strengthen capacities of young heritage practitioners in Rwanda with an emphasis on digital technologies.

EXPECTED OUTPUTS

20 Heritage practitioners gaining digital literacy skill

30 Young professionals gaining digital literacy skills

50 Young professionals trained in the incubation laboratory

6 New heritage-related business ideas being incubated

10 Events organised at district level

8 Museum and virtual exhibitions

4 Internships

4 Junior fellowships

WOULD YOU LIKE TO KNOW MORE?

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