



Join us for the workshop on 'Entrepreneurship and Cultural Heritage Tourism: Exploring Opportunities and Challenges at World Heritage Properties.'

Dear Caribbean entrepreneurs,

The Programme *Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity*, funded by the European Union and implemented by the UNESCO Regional Office in Havana, is pleased to invite you to engage in an entrepreneurship workshop on '*Entrepreneurship and Cultural Heritage Tourism: Exploring Opportunities and Challenges in World Heritage Properties*', taking place between 23 and 25 April 2024 in Havana, Cuba.

The three-day workshop is designed as a parallel activity to a main event on '*Coastal defense systems in Europe and the Caribbean*', which will gather representatives from management teams of European and Caribbean fortification inscribed in the World Heritage List, culture and tourism sector authorities and the private sector with a strong entrepreneurship focus.

Overall, the exchange between both parties aims to leverage the expertise of site managers and the entrepreneurial skills of young cultural creatives to ensure the long-term sustainability and vitality of World Heritage Properties while creating economic opportunities for local communities.

The specific objectives are:

1. Facilitate the exchange of knowledge and best practices between experienced site managers and young entrepreneurs to enhance the sustainable management and development of World Heritage Properties.
2. Identify business opportunities and to develop successful entrepreneurial ventures at World Heritage Properties.
3. Encourage the integration of innovative and entrepreneurial approaches into the management and promotion of World Heritage Properties, fostering economic opportunities for local communities.
4. Foster collaboration and networking between site managers and young entrepreneurs to create partnerships that benefit both the preservation of the properties and the economic growth of the surrounding communities.

Format

The 3-day workshop will be structured around case presentations, round tables, thematic panels, discussion groups, site visits and matchmaking sessions.

Two main levels of debate are envisaged: (1) between entrepreneurs within or in close proximity to World Heritage Properties to identify challenges and opportunities for entrepreneurship in these properties with a regional focus; and (2) between these entrepreneurs and experienced site managers of these properties

to develop synergies and strategic alliances for the preservation of culture and heritage, the promotion of sustainable business practices and the enhancement of sustainable cultural tourism.

Through this support to the entrepreneurship opportunity, UNESCO *Transcultura* will:

- Cover the costs (round-trip economy class flights, arrival, and departure transfers¹, Cuban visa fees - if necessary, accommodation in a 3-star hotel or similar, 3 meals per day and daily transportation for the workshop related activities) from 22 to 26 April 2024 (4 nights).

Please note that UNESCO does not provide medical insurance services to other travellers. Travellers are responsible for self-insuring themselves for any medical services and costs they may incur during their mission trip.

In this document, you will find all the information you need to successfully submit your application.

Don't miss this unique opportunity to link the business and the cultural tourism! You are encouraged to carefully read the details below and send your application.

The UNESCO *Transcultura* Programme Team

Context and objectives of this Call:

The *Transcultura* Programme, launched on 1 January 2020, aims to create an enabling environment for young women and men to fully participate in the development of their countries and the region, fostering intercultural dialogue and culture as a driver for sustainable development, as well as empowering them to exercise and fulfil their economic and cultural rights. Within its "Support to entrepreneurship" component, *Transcultura* generate opportunities for strengthening of capacities for the development of new cultural projects, self-employment and start-up/scaling up activities. Innovative and entrepreneurial project development supported through the Programme will enhance beneficiaries' access to new knowledge, markets, management models and funding source.

In this context, the UNESCO Regional Office in Havana, as part of the implementation of the *Transcultura* Programme, is planning an entrepreneurship workshop to bring together World Heritage Properties' managers and entrepreneurs operating within or in close proximity to these properties, with the aim of enabling entrepreneurs to derive socio-economic benefits from heritage resources, thereby improving the livelihoods of communities and ensuring the sustainability of heritage resources. As such, the

¹ (i) From the airport in Havana (Cuba) to the accommodation in Havana (Cuba) upon arrival; (ii) from the accommodation in Havana (Cuba) to the airport in Havana (Cuba), upon see off.

involvement of entrepreneurs in conservation creates opportunities for heritage awareness and the development of sustainable cultural tourism activities.

Eligibility criteria / Who can apply?

- Age: Applicants must be between 18 and 35 years old.
- Geographical scope: Applicants must be citizens and permanent residents of any of the following 17 Caribbean countries within the Transcultura Programme's geographical scope: Antigua and Barbuda, The Bahamas, Barbados, Belize, Cuba, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Monserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname or Trinidad and Tobago.
- Professional requirements: young entrepreneurs with an early-stage business operating within or in close proximity of the cultural World Heritage Properties.

Application process:

Applicants should apply through this [online application form](#) to provide personal data, and information on their business / entrepreneurship initiative.

- As part of the application, candidates will have to provide the following supporting documents through the following email: transcultura.programme@unesco.org: (with the subject 'Entrepreneurship workshop').
1. Portfolio with evidence of the business operations within or in close proximity of the World Heritage Properties.
 2. Digital copy of the first page of passport (.pdf or .jpg)

The deadline for submitting the applications is **Friday 8 March 2024** at 23:59 Cuba time

Selection process:

- Once all applications are received, they will be subjected to a rigorous selection process.
- The Selection Committee will select entrepreneurs representing three different linguistic areas (English, French and Spanish), based on their background and business / entrepreneurship initiative.

Please note:

- Only full applications will be considered and evaluated for suitability.
- Once all applications are received, the Selection Committee might request additional information. Applicants are invited to check their inbox regularly, including their SPAM box.
- The UNESCO *Transcultura* Programme reserves the right to use the applicants' information for the exclusive purpose of the implementation of the initiative and preserving confidentiality.
- The selected candidates will be contacted, no later than 7 working days after the application deadline.

For any inquires related to this activity, please contact transcultura.programme@unesco.org with the subject: 'Entrepreneurship workshop'.

To learn more about the UNESCO *Transcultura* Programme, please visit: <https://en.unesco.org/fieldoffice/havana/transcultura>