

**17<sup>th</sup> ASEF University**  
**20 June – 01 July 2011 | Penang, Malaysia**

## **“Cultural Heritage: Challenges and Opportunities”**

### **Concept Paper**

[ASEF University \(AU\)](#) is a 2-week programme that aims to promote cross-cultural exchanges among youth from ASEM<sup>1</sup> countries. The two-week programme offers opportunities for up to 46 promising undergraduate and graduate students, as well as young professionals, to explore current issues in various fields through a programme of lectures, workshops, field visits, and other highly interactive activities. AU is organised annually at locations alternating between Asia and Europe.

The [17<sup>th</sup> ASEF University](#) will focus on *Heritage*, in response to the priorities identified by the Culture Ministers of ASEM countries. The need to foster awareness of common cultural heritage as a part of youth education was given special emphasis.

In partnership with [Universiti Sains Malaysia \(USM\)](#), [ASEF](#) will organise AU17 in George Town, which has enjoyed World Heritage Site status since 2008. Outcomes of the project will be shared at the 5<sup>th</sup> ASEM Culture Ministers’ Meeting, scheduled to be held in Yogyakarta, Indonesia in 2012.

#### **Programme Concept and Objectives**

In addition to national heritage, a growing recognition of our common heritage has emerged in the last decades, through initiatives such as [UNESCO’s World Heritage lists](#). In the specific historical context of Asia and Europe, a third notion – that of ‘shared heritage’ – is uniquely relevant and rapidly gaining prevalence.

It is in this context that AU17 is themed: **“Cultural Heritage: Challenges and Opportunities”**.

The main objectives of the programme are:

- To deepen understanding of concepts, challenges and cooperation related to heritage in the [ASEM](#) context
- To promote discussion on heritage in Asia and Europe
- To encourage young people to play a pro-active role in heritage conservation

#### **Curriculum**

To achieve the above-mentioned objectives, AU17 will work along the curriculum outlined below:

##### *Heritage-related issues and challenges in the context of ASEM*

- Normative and subjective definitions of 'heritage'
- Tangible and intangible heritage
- Notions of national and common ‘world heritage’: case study of George Town
- Stakeholders in heritage: the role of youth
- Good practices in heritage management from Asia and Europe

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<sup>1</sup> ASEM now brings together 46 member states (Australia, Austria, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat. [www.aseminfoboard.org](http://www.aseminfoboard.org)

### *'Shared heritage' of Asia and Europe*

- Emergence of the notion of 'shared heritage'
- Innovative 'shared heritage' projects
- Challenges and opportunities for collaboration

### *Young people as stakeholders in heritage*

- The meaning of heritage for today's youth
- Good practices on heritage education for youth
- Engaging youth in heritage: challenges and innovative examples from ASEM countries

### **Methodology**

AU17 will combine theoretical learning and hands-on experience through panel discussions, lectures and workshops. It will also provide a venue for intercultural learning through social and cultural activities and visits to historic sites.

An important aspect of the site visits will be the opportunity for participants to explore their creativity with the use of photography and videography towards producing their outputs.

Participants will record interesting sights and sounds from their own countries and/or in Malaysia - an exercise that will require group work and will culminate in a series of short films on shared heritage. Workshops will be held to assist the participants on storyboard and video editing.

### **Main Outputs**

AU17 is envisaged to have the following outcomes:

- "Common Heritage, Shared Future" (working title): A curated photographic exhibition on the dialogic process between Asian and European youth at ASEF University; for possible display at the 5<sup>th</sup> ASEM Culture Ministers' Meetings and exhibition tour in universities in ASEM member countries.
- "Shared Heritage: As We See It" (working title): A series of short video films by ASEF University participants; for possible display at the Fifth ASEM Culture Ministers' Meetings.
- "Youth and Heritage" (working title): A series of special features on Culture360.org, authored by ASEF University participants.
- A publication