

## Make Heritage Fun! Digital Engagement with Heritage

To build a cohesive society, social inclusion is of paramount importance and culture plays an integral role in achieving it. With the coming in of the Information Age, connecting and engaging people has never been easier. This session looks into how we can successfully deploy heritage and digital engagement for accessibility, awareness, education and of course social inclusion.

'Make Heritage Fun!- Digital Engagement with Heritage' is an interactive workshop to find best solution for various stakeholders such as cultural agencies, government and NGO's and also the rural and semi urban community to better engage with digital technology and heritage. Through this workshop we will try and unearth best solutions for the following questions that

1. How digital technology help make national and international culture more **accessible** to the rural and semi urban population.
2. How digital technology can be used to encourage the local community to actively **connect** with their heritage
3. How can digital technology be put to work for the community to raise **awareness** and share their local heritage with the global audience.
4. How can we enable the local community to come onto the virtual space to **promote** local creative industries.
5. How digital technology can be used to **educate** best practices for a sustainable heritage conservation and tourism.

### **About GoUNESCO:**

GoUNESCO, is a UNESCO New Delhi supported umbrella of initiatives based on a simple philosophy - 'heritage for all'. Our initiatives - the #makeheritagefun campaign. GoUNESCO Internship program, Go Heritage Runs and the Go Heritage Store are based on this philosophy. GoUNESCO's website and social media further provides for a digital platform for heritage/culture enthusiasts, travellers and experts to share their experience, discoveries and stories.

Focussed on the layperson, we strive to encourage offline engagement with heritage followed by using our online platform to reach out the larger community, across borders. Thereby fostering celebration of local heritage, globally.

For the e-heritage workshop at the Prayag Conference, guided by our own learnings we would like to get the participants debating about best techniques to engage the rural and semi urban community to better engage with heritage and digital technology.

Workshop Format:

- Welcome
- Introduction:
  - 1) Defining the Cultural Heritage, Social Inclusion and Digital Engagement
  - 2) GoUNESCO and DHF
- Activity
- Conclusion: Case Studies of Digital Engagement and Heritage from around the world