

Nairobi, 9 April 2021

Ref: DIR/NAI/L/2021.076

Dear Secretary General,

**Subject: Launch of a competition for young people in the East African region  
"Mobilizing youth engagement in the celebration of the African World  
Heritage Day 2021".**

In Celebration of African World Heritage Day on 5 May 2021, and in the framework of the African Union Year 2021 for “Arts, Culture and Heritage: Levers for Building the Africa We Want”, UNESCO, in partnership with your National Commission and the African World Heritage Fund, is launching an open competition for youth aged 18 to 35 years old from all 13 countries covered by the UNESCO Regional Office for Eastern Africa (Comoros, Djibouti, Eritrea, Ethiopia, Kenya Madagascar, Mauritius, Rwanda, Seychelles, Somalia, South Sudan, Tanzania and Uganda) to **develop a project proposal to raise awareness and increase youth engagement in the conservation and promotion of World Heritage in Africa.**

Proposals could focus on raising awareness and/or involvement of youth in one World Heritage site in Africa, or all World Heritage sites in a particular country or subregion, or the entire African region. UNESCO will grant up to 5,000 USD for implementation of selected projects that are signed and endorsed by the Secretary General of the UNESCO National Commission in the country where the youth submitting the proposal reside.

To this end, I am pleased to share with you the attached Call for proposals and the proposal format. We would be grateful if you could please disseminate this call widely among youth in your country. The deadline for submissions is **31 May 2021**. All proposals must be submitted in Word or PDF format to: [AWHDayEA@unesco.org](mailto:AWHDayEA@unesco.org).

If you have any questions, please contact Ms. Karalyn Monteil ([k.monteil@unesco.org](mailto:k.monteil@unesco.org)), Programme Specialist for Culture, UNESCO Regional Office for Eastern Africa.

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Thank you in advance for your continued active participation in the promotion of World Heritage in the Eastern Africa region.

Yours sincerely,



Ann Therese Ndong-Jatta  
Director and Representative

**encl: Concept Note  
Call for Proposals  
Proposal Format**

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**Mr. Ahmed Hassan Yusuf**  
**Secretary General**  
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**Ministry of Education, Culture and Higher Education**  
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**Dr. Nadia Arop Dudi**  
**Minister**  
**Ministry of Culture, Museums and National Heritage**  
**Transitional Government of National Unity,**  
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**Ms Vicky Michel**  
**Secretary General**  
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