



มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าพระนครเหนือ
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ถึง สำเนาแจ้งทำย

ด้วย สำนักงานนโยบายและแผนทรัพยากรธรรมชาติและสิ่งแวดล้อม ในฐานะหน่วยประสานงานกลางอนุสัญญาว่าด้วยการคุ้มครองมรดกโลกทางวัฒนธรรมและทางธรรมชาติ ได้รับการประสานว่าสถาบันฝึกอบรมและวิจัยมรดกโลกแห่งภูมิภาคเอเชียแปซิฟิกภายใต้องค์การยูเนสโก (WHITRA) สาธารณรัฐประชาชนจีน เปิดรับสมัครเข้าร่วมโครงการ 2026 Global Challenge for World Heritage Education Innovative Cases (AWHEIC) โดยโครงการดังกล่าวมีวัตถุประสงค์เพื่อให้เกิดข้อริเริ่มในการบูรณาการการศึกษาด้านมรดกโลกกับการพัฒนาที่ยั่งยืน การมีส่วนร่วมของชุมชน และนวัตกรรมทางเทคโนโลยี สำหรับนักศึกษาที่ได้รับการคัดเลือกจะได้ใบประกาศนียบัตรและร่วมเป็นเครือข่ายการศึกษาด้านมรดกโลก และอาจได้รับเชิญให้เข้าร่วมประชุมที่เกี่ยวข้องเพื่อแลกเปลี่ยนองค์ความรู้และความร่วมมือ สำนักงานนโยบายฯ จึงขอความอนุเคราะห์หน่วยงานของท่านในการประชาสัมพันธ์ประกาศรับสมัครเข้าร่วมกิจกรรมดังกล่าว ทั้งนี้ ผู้ที่สนใจสามารถดูรายละเอียดเว็บไซต์ <https://www.whitr-ap.org> และส่งเอกสารใบสมัครทางไปรษณีย์อิเล็กทรอนิกส์ 44whc@whitrap.com และ creativeheritage@163.com ภายในวันที่ ๓๐ เมษายน ๒๕๖๙

เรียน คณบดี/ผู้อำนวยการ

เพื่อโปรดพิจารณาประชาสัมพันธ์
แก่นักศึกษา/บุคลากรในส่วนของท่านต่อไป

เอกสารนี้ถูกแนบด้วยลายเซ็นดิจิทัล
กรุณายืนยันการในคอมพิวเตอร์ของลายเซ็นนี้

16 เม.ย. 2569

สำนักงานนโยบายและแผนทรัพยากรธรรมชาติและสิ่งแวดล้อม



กองจัดการสิ่งแวดล้อมธรรมชาติและศิลปกรรม

โทร ๐ ๒๒๖๕ ๖๕๘๕ (นบุรียา) โทรสาร ๐ ๒๒๖๕ ๖๕๘๖

Email: thailandworldheritage@gmail.com

ICC

1. แจ้งเวียนทาง E-sarabun แล้ว

2. มอบหมาย ธรรมพพน ดำเนินการประชาสัมพันธ์ทั่วไป Website ICC, KMUTNB

สำเนาแจ้งท้าย

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| ๓. จุฬาลงกรณ์มหาวิทยาลัย | ที่ ทส ๑๐๐๓.๕/ว |
| ๔. มหาวิทยาลัยเกษตรศาสตร์ | ที่ ทส ๑๐๐๓.๕/ว |
| ๕. มหาวิทยาลัยกาฬสินธุ์ | ที่ ทส ๑๐๐๓.๕/ว |
| ๖. มหาวิทยาลัยขอนแก่น | ที่ ทส ๑๐๐๓.๕/ว |
| ๗. มหาวิทยาลัยเชียงใหม่ | ที่ ทส ๑๐๐๓.๕/ว |
| ๘. มหาวิทยาลัยทักษิณ | ที่ ทส ๑๐๐๓.๕/ว |
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| ๑๕. มหาวิทยาลัยบูรพา | ที่ ทส ๑๐๐๓.๕/ว |
| ๑๖. มหาวิทยาลัยมหิดล | ที่ ทส ๑๐๐๓.๕/ว |
| ๑๗. มหาวิทยาลัยมหาสารคาม | ที่ ทส ๑๐๐๓.๕/ว |
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| ๑๙. มหาวิทยาลัยรามคำแหง | ที่ ทส ๑๐๐๓.๕/ว |
| ๒๐. มหาวิทยาลัยสงขลานครินทร์ | ที่ ทส ๑๐๐๓.๕/ว |
| ๒๑. มหาวิทยาลัยอุบลราชธานี | ที่ ทส ๑๐๐๓.๕/ว |
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| ๒๔. มหาวิทยาลัยศรีนครินทรวิโรฒ | ที่ ทส ๑๐๐๓.๕/ว |
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AWHEIC

Global Challenge for World Heritage Education Innovative Cases

Application Guideline

World Heritage Institute of Training and Research for the Asia and the Pacific Region
under the auspices of UNESCO (WHITR-AP)

International Center for UNESCO ASPnet
under the auspices of UNESCO (ICUA)

1. List of application materials and format requirements

List of application materials and format requirements		
List of application materials	Significant level	Format requirements
A (Application Form)	Core mandatory document	<ul style="list-style-type: none"> ➤ PDF and editable WORD formats. ➤ In English. ➤ Folder prefix naming rules: A;
D (Declaration Form)	Mandatory	<ul style="list-style-type: none"> ➤ In English, after filling out, please print and sign it, stamp it/affix a seal, and scan it into a separate document (or take a high-resolution photo); ➤ Folder prefix naming rules :D;
P (Photo)	Mandatory	<ul style="list-style-type: none"> ➤ It is recommended to divide your documents into two groups: selected photos, not more than 10 (P1), and general photos (P2). It is recommended to send in the form of compressed packages. ➤ Folder prefix naming rules: P, such as P1, P2
V (Video Files)	Recommended	<ul style="list-style-type: none"> ➤ Please send with email attachment, 3-15 minutes max, labelled video name, AVI format, English or with English subtitles. Provide a short paragraph to explain what the focus of the video is to help the jury understand. Provide author and copyright information (mandatory). Provide if possible high-precision video for later promotion. ➤ Folder prefix naming rules: V, such as V1, V2

AWHEIC Application Guideline

O (Others)	Optional	<ul style="list-style-type: none"> ➤ Project introduction PowerPoint, relevant media coverage materials and other supplementary materials. ➤ Other relevant materials can be provided within reasonable limits. ➤ Folder prefix naming rules: O, such as O1, O2
Email format requirements		
<ul style="list-style-type: none"> ➤ Email Subject title format: region or country + city + case keywords. ➤ List all the names of the submitted document in the email. All materials are sent as email attachments or via a link (i.e. several folders containing A, D, P1, P2, V, etc.). If they are sent by WeTransfer or a similar tool, please provide a valid link in the transmission email. ➤ The WHITR-AP team will acknowledge receipt within 2 working days. 		
Designated email address	44whc@whitrap.com	
Backup email address	creativeheritage@163.com	

2. Frequently Asked Questions

Q: Are sites not on the UNESCO World Heritage List eligible for application?

A: Yes.

AWHEIC focuses on the promotion of heritage values in a broad sense and their dissemination. The World Heritage Convention focuses on the identification of heritage, therefore AWHEIC is not limited to the UNESCO World Heritage List. All types, categories of heritage sites, natural, cultural, mixed, cultural landscapes, historical villages, monuments, and intangible cultural heritage can apply. However, movable objects are not considered, unless they contribute to the definition of tangible attributes or intangible features.

Q: How to better highlight the characteristics of the case in the preparation of the application file?

A: The focus of AWHEIC is to discover, encourage and promote model innovation in the field of heritage.

This model of innovation can be reflected in several aspects, including one or more aspects of the concept, technology, diversity or organizers and beneficiaries, cooperation, and communication, usually with the help of creative or technological (not necessarily high-tech).

Q: Are the beneficiaries necessarily young people?

A: Not necessarily.

We believe that heritage education is a broad concept related to all people, including all kinds of formal or informal groups, and the participants and beneficiaries include all sorts of people, including young people.

Q: How to reflect the exemplary nature of the case?

A: As much as possible, the case should be enhanced from a professional and theoretical level, thus contributing to spreading and promotion role models.

Please analyze and present the characteristics and significance of the case in terms of model development so that more people can be inspired by them.

Such exemplary includes both direct and potential or cutting-edge exploration, such as immature but to a certain extent represents the new direction of the future.

AWHEIC Application Guideline

Q: We are from a less developed region. Will some support and assistance during the application process be provided?

A: Achieving regional balance and providing support for less developed regions are one of the principles of AWHEIC, which is mainly reflected in the following aspects:

We will give more consideration to social and economic sustainability and the adaptability of technology to the local environment. For example, in less developed regions, appropriate common technology is more effective than high technology.

We will consider a certain degree of balance, with a certain preference towards less developed regions such as rural areas, Africa, and the Pacific Islands (e.g. the 2021 project from Africa, etc.).

We may carry out certain technical and professional support pro bono (including but not limited to funding, technological assistance, personnel, etc.).

Q: Can a purely online educational case be accepted?

A: Yes.

Considering the irreproducibility of heritage value in nature, AWHEIC presents a higher threshold for purely online cases.

Q: Is there a limit to the number of applications from one institution (individual)?

A: There is no limit.

Considering a large number of accepted cases, it is recommended to choose 1-2 projects for application.

Because it involves the recognition of winners and related global promotion, in principle, there can only be one main application organization for one project.

Q: Will recommendations from experts be accepted?

A: Yes

For the better identification of good cases, we accept third-party recommendations.

Q: Will bonuses be offered for winning cases?

A: As an innovation, AWHEIC offers something more valuable than bonuses.

AWHEIC Application Guideline

AWHEIC is positioned as an incubator for the future era, which emphasizes the in-depth interaction between the organizer, partners and the outstanding cases. It is more like a membership club that brings together all kinds of international high-end resources to provide comprehensive support for the winning cases, including international cooperation, professional exchange, promotion, opportunity matching, technical support, financial support and services.

AWHEIC has built a strong international cooperation network, including but not limited to UNESCO system, UNOSSC, heritage sites, universities, various foundations, new media, incubators, etc. The winners can connect with them and benefit from the cooperation network value far beyond money.

The winners will have the opportunity to be invited to the activities organized by the organizers and partners of AWHEIC and to present the cases. The organizers will support all or part of the travel costs of representatives from selected regions.

Q: How can I get involved in AWHEIC's collaborative network and incubation project program?

A: You can apply to join an existing scheme or make an application to the organizer for a cooperative scheme.

With the continuous strengthening of AWHEIC's cooperation network, and based on the demand for cross-border cooperation from many applicants, AWHEIC launches the Cooperation Project Incubation Program in 2023, with the first phase of projects including the Sino-Mexican Heritage Cities Cooperation Project etc. Based on the concept of building and sharing, many of these projects are formed through interactive discussions between the organizers and the case applicants, and the related mechanisms are continuously improved.

All parties are welcome to participate in various forms, and all winners enjoy priority in the activities.



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AWHEIC

Global Challenge for World Heritage Education Innovative Cases

Application Form

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AWHEIC Application Form

Please make sure you read the following instructions carefully before filling in and sending the form.

1. The standard application form is prepared by the organizer of AWHEIC and shall not be altered in any way.
2. The evaluation criteria of AWHEIC focus on innovations of models of heritage education cases, in particular the innovation of content, approach and model by means of creativity, science, technology and cross-border cooperation. The content of the entries should be general in nature and relevant to the requirements of the columns, avoiding the accumulation or repetition of information. All fields must be filled in. If there is no corresponding content available, please fill in "NONE".
3. The official working language of AWHEIC is English, and the Application Form should be completed in English. Considering the efficiency of the evaluation, we will provide the Application Form in French, Spanish and Chinese at the same time, and the working group will accept the separate Application Form in English, French or Spanish, and the cases from China must provide the Application Form both in English and Chinese at the same time.
4. Please note that some sections have strict word limits. Once the word limit is reached, no further text can be added, and the "word count" auxiliary function can be used to ensure that the word limit is not exceeded.

Application Form

Title of Case			
Applicant (Institution/Individual)			
Stakeholder/entity leading the case (the person in charge will attend the side event and present the case if the case is selected.)			
Name		Email	
Tel. No.			
Position and Title			
Contact Address			
Communication Contact (The communication contact will be responsible for supporting the communication efforts during application process. Leave this section blank if the contact are the same as the stakeholder)			
Name		Email	
Tel. No.			
Position and Title			
Contact Address			

AWHEIC Application Form

1. Background and brief introduction of the case

The summary should cover the basic info of the case, e.g. description, major participants and partners and targeted groups etc. (Max.750 words)

[Empty text box for writing the summary]

AWHEIC Application Form

2. Overall description of the Innovation of the model of heritage education of the case

1. Basic challenges faced, main idea and methods during the problem-solving process; 2. The main concepts, contents, methods, and other characteristics of the model innovation of the case, especially the innovative or new increment in contrast to existing cases; 3. The replicability and global demonstration significance of the case. (Max. 750 words)

[Empty text area for response]

AWHEIC Application Form

3. How the case meet the 5 Criteria: SCEIT Model of heritage education model innovation

Detailed description of how the case meet the 5 Criteria, in another world 5 aspects of the case model innovation based on SCEIT Model. Fill in at least 2 of 5 Criteria, please indicate "none" if there are no related contents (Max.500 words for each criteria)

(1) Embracing Science

Exploring new methods or models, by innovatively utilizing modern or traditional science and technology, which lead to better exploration, interpretation and dissemination of heritage values.

AWHEIC Application Form

(2) Creativity Inspiring

Exploring new heritage education ideas or approaches considering local context by creativity, which expand or strengthen innovative interactions between people and heritage.

[Empty response area for Creativity Inspiring]

AWHEIC Application Form

(3) Empowering Sustainability

Tap the potential of heritage from different perspectives by innovation, empowering the comprehensively sustainable development of heritage sites.

[Empty response area for the application form]

AWHEIC Application Form

(4) Social Inclusion

Innovatively promoting the communication and integration of different social groups, which leads to the inclusive development of local community.

AWHEIC Application Form

(5) Transboundary Cooperation

Exploring innovative mechanism and models of transboundary cooperation at local, regional or international level, enhancing the synergy of different parties related to heritage.

AWHEIC Application Form

4. Others

This part is open and up to you to provide any contents which is helpful to further understand of the innovation of the case. And also your important suggestions to AWHEIC, e.g. your expectation, need, initiation of AWHEIC incubator projects, and so on etc. (Max. 500 words)

[Empty text area for providing additional information and suggestions.]



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AWHEIC

CESSION OF RIGHTS AND DECLARATION FORM

1. CESSION OF RIGHTS

I, the undersigned _____, as legitimate authorized representative of _____, (enterprise/institute/organization, local community representatives, indigenous people representatives, hereby grant to WHITRAP, Global Awards for World Heritage Education Innovative Cases (AWHEIC) and its authorized partners the non-exclusive rights to use, publish, reproduce, distribute, display, communicate or make available to the public all the application materials, in any language or form and by and means including digital, the following material(s), in whole or in part. I grant these rights to WHITRAP irrevocably, for an unlimited period of the time and for the entire world.

The non-exclusive cession of rights does not impinge upon intellectual property rights (rights of the photographer / director of the video or copyright owner if different) and that when the images are distributed by WHITRAP a credit to the photographer / director of the video is always given, if clearly provided in the form.

2. DECLARATION FORM

I, the undersigned _____, as a legitimate authorized representative of _____

(enterprise/institute/organization, local community representatives, indigenous people representatives), hereby

- 1) declare that all the information provided in the entry materials is accurate.
- 2) Confirm that all entry materials provided is in no way involved in any legal disputes;
- 3) confirm that all entry materials are in no way whatever a violation or an infringement of any existing copyright or license, or is/are my own property or have provided with the full consent of the authors/original owners.

Any links to external websites and/or information provided by WHITRAP web are not be construed as an endorsement by WHITRAP of the content or views of the linked materials.

Signature of the authorized representative:

applicant:

Date: