



UNITED NATIONS DEVELOPMENT PROGRAMME
Annex I – Terms of Reference (ToR)

Second Call for Heritage Youth Ambassadors (HYA)

I. Background & Scope of Work

The HYA is a committed and inspiring cohort of young Turkish Cypriots and Greek Cypriots who are voluntarily leading efforts to promote and preserve the rich and diverse cultural heritage in the island of Cyprus.

These ambassadors serve as advocates for cultural heritage, engaging with the Turkish Cypriots and the Greek Cypriots –and increasing visibility by sharing knowledge. Part of the objectives of the HYA will be to raise awareness, encourage engagement between the Greek Cypriots and Turkish Cypriots, empower youth and enhance collaboration with relevant organizations, institutions, and stakeholders to amplify the impact of cultural heritage initiatives.

The Technical Committee on Cultural Heritage (TCCH), the EU and the UNDP will identify passionate and diverse youth volunteers interested in cultural heritage and consequently conduct training sessions to educate HYA about the significance of cultural heritage, conservation and restoration techniques, and communication skills. Under the direction of the TCCH, the HYA will contribute to heritage-related events. Ambassadors will be encouraged to create interesting and engaging social media content that focuses on cultural heritage facts, stories, interviews. Their efforts will be promoted through targeted campaigns on social media and/or joint events, exhibits, or initiatives to maximize impact and reach designed with their support and linked with other aspects of the Cultural Heritage Programme.

All the activities, projects and events of the HYA will be subject to the approval of the co-chairs of TCCH.

This is a Technical Committee on Cultural Heritage (TCCH) project funded by the European Union (EU) and implemented by the United Nations Development Programme (UNDP).

II. Description of HYA Responsibilities

Their primary role is to support the Cultural Heritage Programme of UNDP and the Technical Committee on Cultural Heritage. Under the direction of TCCH, Heritage Youth Ambassadors will act as the “voice of youth” of the CH Programme and will be mandated to reach out to and engage with the Turkish Cypriot and Greek Cypriot youth of the island of Cyprus. Specifically, they will:

- Promote cultural heritage sites and monuments
- Engage young people in activities and events
- Create, share stories and pictures about cultural heritage on social media
- Support Cultural Heritage Events and activities
- Act as unofficial young guardians of the cultural heritage sites over Cyprus

III. Description of UNDP Responsibilities

UNDP assumes a supportive role without guiding the work of HYA in a consistent manner. UNDP can conduct training sessions to educate HYA about the significance of cultural heritage, conservation and restoration techniques, digital heritage, communication skills, etc.


UNDP will need to maintain an overview of the work of HYAs to ensure their efforts are in line with the set mission, scope of work and stakeholders’ perspectives.

UNDP bears no responsibility for remunerating HYA as this is a voluntary program. UNDP will, however, bear the cost of its own activities to which HYA will be invited to assume an active part.

IV. Qualifications & Other Requirements

- Turkish Cypriots and Greek Cypriots—Fluent in Greek or Turkish and with good knowledge of English.
 - Aged between 18 - 25 years old.
 - Enthusiastic about natural and cultural heritage of Cyprus.
 - Interested in exchanges between different groups, ready to share knowledge, experience and information.
 - Able to serve as a role model for the preservation and visibility of the local heritage that she/he will be assigned.
 - Interested in voluntary activities and available to commit time to engagements.
- Inherent sensitivity to the context and an understanding of the complexities involved.
- Embrace the values of solidarity, respect for human dignity and human rights, and believe in the promotion of a fair and equal society.

V. Application & Selection

To apply, send your interest via Instagram post to  undp_cyprus and include:

- To apply post between 1 – 3 pictures on Instagram one or more cultural heritage site/s that you feel connected to.
- In the description/comments section tell us why cultural heritage is important to you and what you can contribute – minimum 2-3 sentences.
- The candidates should confirm through a direct message via Instagram that the individuals want to apply to become HYAs.
- Use the hashtags #oursharedheritage #CulturalHeritageCommittee, #EuropeforCulture, #TCCHYouthAmbassador and #UNDPCyprus.

Application deadline: **30 September 2024**

VI. Selection and Onboarding

Selection:

The candidates will be selected based on the application process.

1. Comply with the targeted age group.
2. Interest in cultural heritage.
3. social media presence.

The selection process will be conducted in collaboration with TCCH, EC, and UNDP. Up to 10 Heritage Youth Ambassadors will be selected to ensuring equal representation of Greek Cypriot and Turkish Cypriot men and women of urban or rural residency.

Selection of new Heritage Youth Ambassadors will be made by 30 October 2024.

On boarding:

Successful Heritage Youth Ambassadors will participate in orientation training and will be assigned specific monuments by the TCCH. They will also work together with the TCCH in engaging young people in community events across Cyprus. Heritage Youth Ambassadors are on a voluntary basis.