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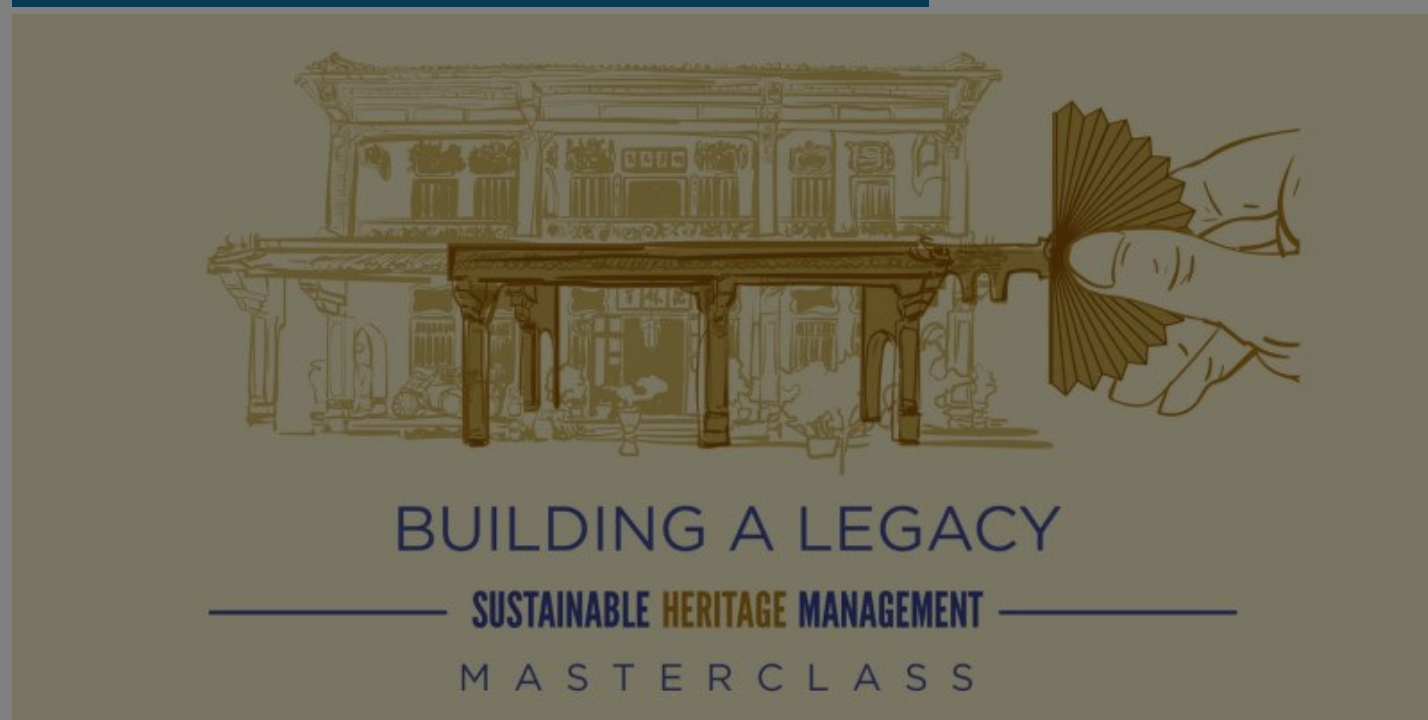
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# Masterclass - Asia-Pacific



UNESCO Bangkok is calling for applications for the inaugural 'Sustainable Heritage Management Masterclass on Building a Legacy', a two month online training course running from February through March 2022. The Masterclass follows up the 2020 'Sustainable Heritage Management Foundation Course'.

Focusing on exemplary case studies from the Asia-Pacific region, the Masterclass series invites participants to pose questions about what constitutes success in heritage management. Is it state-of-the-art conservation of an abandoned building? Revival of a long-lost traditional practice? Increasing number of visitors to the site? Improved local well-being?

Even before the COVID-19 global pandemic, there has been a push for the heritage sector to expand its boundaries and rethink its priorities due to emerging pressures from climate change, disasters, conflicts and other challenges. Sustainable heritage management now calls for innovations leading to value creation, not just value conservation.

The Sustainable Heritage Management Masterclass deep dives into success stories in the region and unveils the various competences that ensure the vitality of these heritage sites. Learn from standard-setting cases in heritage management through direct contact with project teams, and solve challenges by applying newly-acquired knowledge and skills.

This Masterclass covers knowledge and skills in the [UNESCO Competence Framework for Cultural Heritage Management](#) and has been developed in cooperation with Fraunhofer IMW, Think City Institute with support from the Ng Teng Fong Charitable Foundation.

### Masterclass on Building a Legacy: Cheong Fatt Tze Mansion George Town World Heritage Site, Penang, Malaysia

The inaugural Masterclass will explore how Penang heritage advocates Laurence Loh and Loh-Lim Lin Lee unlocked the potential of the iconic Cheong Fatt Tze Mansion, which won the Most Excellent Project in the 2020 UNESCO Asia-Pacific Awards for Cultural Heritage.

Most Excellent Project in the 2000 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation. Discover how they have successfully sustained the vitality of the heritage building for over 20 years. Learn how their management model evolved in the context of various challenges and opportunities, including the World Heritage inscription of George Town.

Duration: 2 months, February through March 2022

**Application Deadline: 20 January 2022**

In this class, you can expect to:

- Develop new competences (skills and knowledge) relevant to cultural heritage management, with a focus on managerial competences, such as human capital management, financial management, information management, and communication/collaboration/coordination
- Develop new skills in problem solving, decision making and critical thinking in a heritage management context
- Integrate prior and newly acquired knowledge through group assignments
- Participate actively in group discussion and learning

## WHO SHOULD APPLY FOR THIS CLASS?

Heritage practitioners who are looking to improve skills and knowledge about heritage management in a practical manner will benefit most from this course.

- Local stewards at heritage sites
- Entrepreneurs involved in heritage projects
- Heritage managers and technical specialists in heritage-related institutions
- Technical specialists in other disciplines who are involved in heritage projects

The course requires no formal education in cultural heritage management, but working experience in the heritage field will be valued. Professionals in other fields who are currently involved in heritage projects will also benefit from this course.

Course fees for the selected participants are \$300. A limited number of scholarships are available.

[APPLY NOW](#)

For more information: <https://thinkcityinstitute.org/sustainable-heritage-masterclass/legacy/>

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