Forum Unesco

Médiation culturelle par le numérique

1. Objective of the project :

To develop multilple , transverse competences through projects carried out by students in a cultural context .

2. Project leaders

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3. <u>Description of the project and its main aspects</u> :

This project aims to offer an answer to a need expressed by a great deal of national as well as international companies that graduates are eager to integrate.

- By combining different competences related to various domains, we aim to create and implement a pedagogy that will help our students become more professionally-efficient while providing them with a cultural opening that goes beyond the courses that universities and research institutes traditionaly offer them.

Nature of our partnership with UNESCO Forum

 « Forum UNESCO – Université et Patrimoine » (FUUP) (« UNESCO Forum – University and Heritage) is working to promote the protection of the world's cultural heritage through an international network of universities and colleges of further education. The FUUP is under the joint responsibility of the UNESCO World Heritage Centre and the Polytechnic University of Valencia, Spain.

The underlying pedagogy : active through projects

This approach requires from students knowledge, social skills and know-how developed through projects. The students are active participants and are confronted with social as well as economic issues because they are dealing with a real client, in a challenging quality partnership. Besides, this pedagogy encourages the students to think and analyse throughout the different steps of the project during workshops, seminars, Design Thinking sessions.

Thus, this project develops :

- A process of learning outside the classroom, with practical activities on the field.

- A process that increases autonomy and responsibility (interaction with a real client and stakeholders from the economic sphere)

- A learning process in a context of diversity

- An approach to project management (rational and structured) combined with an approach to Design Thinking (first approach to develop reflection and creativity).

- Ultimately, the creation of a dedicated website / platform and on line follow-ups.

Formation of mixed student teams

The students are required to respect constraints of time, quality and cost. Methodology is a skill that they are persistantly encouraged to develop.

They come from different backgrounds, with different cultures and do not know each other. They interact with various stakeholders (a client, partners playing different roles, other participants). The aim is to help them develop the competences necessary to comprehend and embrace diversity, with an emphasis on the improvement of their communication skills in a foreign language (English).

The creation of a website dedicated to the cultural wealth of a city on the list of UNESCO World Heritage will stimulate the students' creativity, reflection and autonomy.

Thanks to team work , they work in an environment simulating a real situation and have to resort to a combination of technical, academic and managerial skills to be successful.

Skill assessment

The acquired skills will be assessed through the deliverables and oral presentations. A scientific committee composed of experts from UNESCO and the World Heritage will be regularly consulted all along the projects.

The choice of the digital tool : at the heart of the project

This choice is an added value in a context of cultural mediation which definitely impacts the domain of culture. It relates to a wide variety of streams and courses offered by the UPE (University of Paris Est).

One of the priorities of UNESCO is the protection and the promotion of the world's material and immaterial heritage. The Internet is an amazing tool that makes cultural mediation and remediation much easier by multiplying the possibilities to attract the attention of a larger audience to these issues. The creation of supports for the contents (web sites, android applications….) and aumented realites or 3D productions require very specific skills which represent a substantial cost that some of the institutions in charge of promoting this heritage cannot always afford.

The international dimension of our project comes from :

-   our partnership with UNESCO and its network , for instance The International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM).

-    the development of links with foreign universities and colleges of further education

4. Links with academic institutions :

-   2014 – 2015 : UPEM and ESSIE   - Paris

- 2015 – 2016 : partnerships with SHS, IFIS, the MLV Architecture school .

- 2016 – 2017 : partnerships with foreign institutions interested in the project.

5. Main objectives of the project

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- diversify the partners (adults, international students)

- develop the crossdepartmental assessment

- improve the assistance given to students (3 levels : teachers, professionals, peers)

- others

On the academic level, the project aims to develop student key competences by

- developing team work

- developing the professional aspect of their work (students work from real requirements from clients or professionals).

- reinforcing interactions with other institutions offering different fields of studies

- providing students with a cultural opening

- helping them improve their language skills in a professional context

It also aims to

- Develop new partnerships with the professional world

- Develop relations with foreign academic institutions