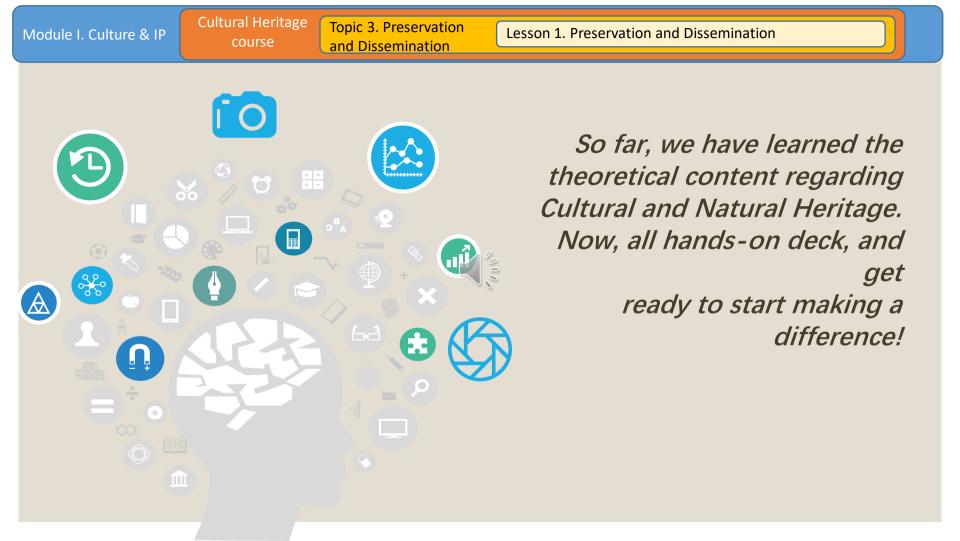


Creativity + Innovation & Technology



In this lesson, we will learn...

How to encourage learners to contribute to the preservation and dissemination of cultural heritage!



We will also learn about

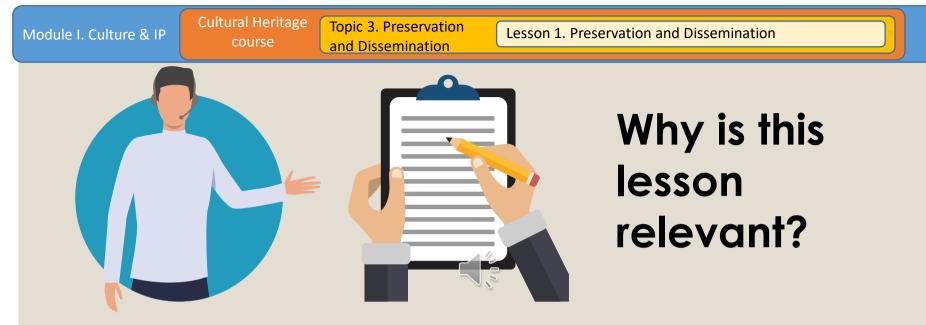
UNESCO's strategy for dissemination:

- Foster cultural and social inclusion of people residing in the regions;

- Promote the cultural expressions and participation of all peoples in culture;

- Maintain and develop cultural sites, spaces and infrastructure.

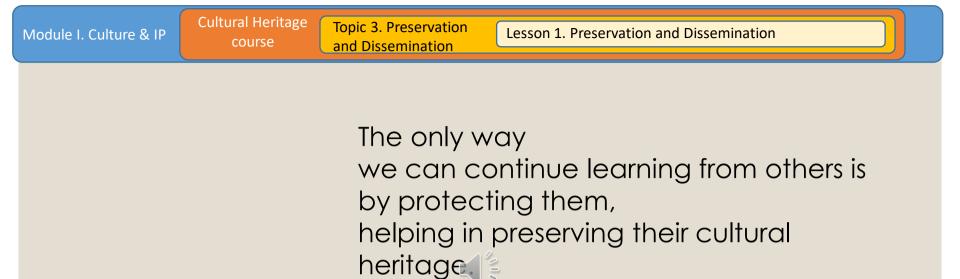




We live in a fast-changing world. Technology has helped us become globalized and stay connected to people from all over the world. We learn from others; we see what happens to them, and we get to know them from the comfort of our home. Module I. Culture & IP



We also watch the news, and we see how conflict damages history, sites and the people involved in it, and jeopardizes the proper development of nations.





Our cultural heritage is a fundamental part of our identity as a community

and at the individual level. It is also an integral feature of the environment in which we live, work or simply enjoy visiting. Our ancestors are the best example of what we can do and what we can

become. This understanding of our heritage can also help us explain to

others who we are and where we want to be, it shows them

how strong we can be and how much we can accomplish if we protect our

heritage.

If we show, we sensitize ... If we sensitize, we protect!

CREDITS

Content: Universidad del Norte Voice-over: Antoine Abou Moussa



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