You can find the shared Google Doc here

Operational plan - OWH 2.0 (work title)

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1. Introduction

Purpose of this document

OurWorldHeritage (OWH) is an online platform that offers a global stage for heritage communities, with a website and a newsletter. This document outlines the organizational framework, operational priorities, and governance structure of OurWorldHeritage necessary to make this happen. It provides a clear roadmap for sustaining and growing OWH's role as an enabler of underrepresented voices in the World Heritage sector. Further purposes of this document include:

- Defining Mission, Goals and Values
- What we offer
- Operational workflow
- Structural roles (President, Advisory Committee, Board, Subscribers and Partners)
- Finances

2. Mission, Goals and Values

Mission

OurWorldHeritage strengthens the voices of civil society by providing an accessible platform for sharing content related to cultural and natural (remove C/N?) heritage places and their intangible spaces (also linked to intangible heritage spaces), sustainability, and (new) conservation approaches, and to help heritage communities reach a global stage. Its community-generated platform is used for sharing multimedia NICHE

Christina - both cultural AND natural heritage! / Conservation / PLACES
Mechtild - what about the intangible (spaces)? add it somewhere
Umberto - propose a new approach: go beyond the traditional C-N categories. - it is only one

Christina: *Would we accept information on the evolution of dance? - this would be the extension of intangible cultural heritage. "Space" would become an important anchor.*

Umberto: *We need to be critical about the prevalent structures. This would be our job to 'solve', we are the only group that can tackle this complexity.*

Mizuko - agrees with the comments above. Links to communities (our target) - deal with/work with communities interested in their heritage?

Measurable goals

OurWorldHeritage's main goal is curating an engaging community-generated platform. Goals for the first year are:

- Soliciting communities to use our platform, aiming for min. 80 content submissions.
- Sending 4 newsletters.
- Maintaining 3000 subscribers.
- Growing the newsletter and website interactions (clicks + time spent on the website).

- Equal regional representation in the OurWorldHeritage organisation.
- *Christina: Complete revamping of the website!*
  Umberto: AI / translations!
  Mizuko: dust off the existing content / make it more prominent. (for future work!!)

Values

OWH is a collaborative and enjoyable initiative rather than a full-fledged organization. The true energy and character of OWH come from its volunteers and the opportunity to learn from one another's experiences. To respect each other's time, everything we do should be planned, thoughtful, and aligned with the cadence of planned meetings.

Christina: Ensuring transparency in all operations. - this is a value

3. What we offer

Open platform to share content

Contributors will be encouraged to submit links to content available in the public domain, such as:

1. **Videos** — documentaries, interviews, explainers)
2. **News & Advocacy** — reports, campaigns, fundraising efforts, or grassroots movements
3. **Online Events & Conferences** — announcements, recordings
4. **Art & Creations** — short films, 3D reconstructions/VR
5. **Community Projects** — Tutorials, oral histories or forgotten landmarks, Open-source tools

An easy-to-use portal to submit the content

Contributors submit links via an online form, providing a brief description of the content and the contact address of the authors. Upon submission, people will have to tick a disclaimer box confirming that they are aware of and respect the Content Guidelines. After the submission is approved, the item will appear on the website, and the author will be notified via email.

Christina - stronger oversight - everyone (editorial board) takes a look at it

Highlighting content in 4 newsletters per year

Subscribers will receive a curated newsletter 4 times per year.

4. Content guidelines and curation

Content guidelines clearly communicate what types of content we welcome and what we do not accept. Additionally, all submitted content must comply with copyright laws and ethical standards. This clarity ensures that contributors understand our expectations, making the review process as efficient as possible. (**Link to the Content guidelines**)

Every year, the content guidelines can be adapted upon advice of the Advisory Committee (last meeting) and approval in the yearly board meeting.

Christina: define ethical standards - add in guidelines.
Mechtild: conflict of interest.

Review

Submissions are first scanned by the secretariat, which will assess whether the submission is complete and adheres to the Content Guidelines. The secretariat then decides to directly post it or send it for review by the Editorial Team. This ad-hoc review will happen via WhatsApp, based on voting. If a submission does not meet the criteria, the contributor may receive feedback or a request for revision. Four times per year, a rotating **Editorial Team** (see below) assesses all incoming submissions and compiles a newsletter. This process will take place in the two weeks before sending the newsletter.

Ethics / Ethical principles

If concerns arise regarding the ethical implications of a submission (e.g., political sensitivity), the editorial team may consult external experts before approval. A list of subject matter experts will be maintained for reference, and their guidance will be sought on a case-by-case basis. If flagged post-publication, content may be subject to revaluation and potential removal, upon a vote by the **Editorial Team**. (see remark christina)

Mechtild - has experience, will send an example

Editorial Team (Rotating)

- Composed of **3-5 members** on a rotating basis, for a period of 3 months.
- Members are selected from the Advisory Committee and/or the Board.
- Every end of the year the president makes a new schedule for the next year, based on the availability of Advisory Committee members.
- As part of the Editorial Team, you are part of a whatsapp group where quick feedback can be given if necessary.
- Responsibilities include reviewing content for quality and compliance, ensuring editorial balance, and assembling the newsletter.

Christina: Staggered - Someone from the last board on the next board

5. Structural roles

Role of the President

The President facilitates meetings and ensures the day-to-day operations of the foundation continue. The President and Secretariat do not represent regions and fully rely on collaboration with Advisory Committee members.

Responsibilities include:

- Organizes and chairs the annual meeting of the Board of Directors.
- Organizes and chairs four meetings of the Advisory Committee.
- Organising the Editorial Board schedule+meetings
- Upholding the website and submission portal
- Making and sending the newsletters
- Launching the fundraising

The president is elected annually by the Board from existing Advisory Committee or Board members.

Role of the Board of Directors

The main responsibility of the Board of Directors is to ensure a strong representation and regional diversity in the Advisory Committee. Therefore, each individual member is selected based on their network within their region.

Further responsibilities include:

- Ensure adequate regional representation within the Advisory Committee.
- Reinstate the *operational plan* and *content guidelines*.
- Ensure alignment with OWH's statutes and operational plan.
- Compile the annual compliance report.
- Vote for the President.

The Board of Directors consist of max 10 members, each representing a region (Africa, Arab States, Asia-Pacific, Europe & North America, Latin America & Caribbean) with up to 2 independent members per region, and is elected by the Advisory Committee in a yearly vote (last meeting of the year).

Role of the Advisory Committee

The main responsibility of the Advisory Committee is to ensure a meaningful representation and regional diversity in the submissions on the platform. They serve as *ambassadors* and promote the platform within their networks and guide communities to use it. You will have a profile on the website.

Further responsibilities include:

- Volunteering for the Editorial Board (planned on the last meeting of the year)
- Participate in voting for Board Members (last meeting of the year)
- Advise on the revision of the *operational plan* and *content guidelines* (last meeting of the year)

To join, members submit a short motivation and introduction, to be featured on the website. There are no term limits, but the board will annually renew memberships based on engagement, but refreshing the list of Advisory Committee members.

Role of Subscribers

Subscribers subscribe through the website, and choose content preferences.

Role of Partnerships & Affiliations

Partnerships with NGOs, academic institutions, and heritage organizations should give OurWorldHeritage more visibility. OWH will be partners for events that are advertised through OWH.

Christina: it's a thin statement, important to indicate in what areas to be partners and what we offer.

You can find the shared Google Doc here

6. Finances

Every January, an annual fundraising campaign (without tax benefits) is organized to cover platform costs. Surplus will be used to fund translation costs for selected events. **If necessary, funds may be held in a private account. Christina: oversight function**

Expected annual costs:

Product	**Annual cost ($)**
Website (Squarespace): Basic plan for website Newsletter plugin Multilingual plugin (Weglot Translate) Domain name	 … … … …
Email (Microsoft 365)	…
Donation Structure (Stripe)	…
TOTAL	**…**

[You can find the shared Google Doc here]

7. Timeline

Example of a year calendar:

	Jan	Feb	Mar	Apr	May	Jun	Jul +recess	Aug	Sep	Oct	Nov	Dec +recess
Fundraising campaign												
Editorial Board + Sending Newsl.												
Advisory Com.												
Gathering												
Editorial Board + Sending Newsl.												
Advisory Com.												
Gathering												
Editorial Board + Sending Newsl.												
Advisory Com.												
Gathering												
Editorial Board + Sending Newsl.												
Advisory Com.												
Gathering												
Board meeting												

Before the first newsletter sending can take place, a few crucial issues need to be cleared out:

- Defining OWH niche
- Defining the content and role of the questionnaire.
- legal structure (membership / french account)
- figuring out the legal implications of sharing others' content
- technical requirements of the website
- functional requirements of the website
- writing text and disclaimers (for website, submission emails, acception emails etc)
- advertising the new structure, making (new) partnerships, making sure we have content
- How to migrate the existing (2021debate) partnerships?
- more points will arise on the 7th of march. Feel free to propose points here.