


**ENGAGE Project Database of Best practices collected at EU level**

**Purpose:** To offer a gallery of best practices examples to be used as examples and motivations for the youth leaders in their activities when raising young people’s awareness of UE values and motivating them to get engaged in democratic life.

Title of the initiative	European Heritage Youth Ambassadors (EHYA)						
Representative image of the initiative							
Website/Social Media account of the initiative	Official Website: <a href="https://www.esach.org/ehya.html">https://www.esach.org/ehya.html</a>						
Country of implementation	The initiative is implemented across Europe, involving participants from various European countries.						
Representative organisation/ individuals	European Students’ Association for Cultural Heritage (ESACH) Europa Nostra European Heritage Tribune						
Field of action	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;">EU values &amp; human rights</td> <td style="width: 5%; text-align: center; padding: 5px;"><input type="checkbox"/></td> <td style="width: 40%; padding: 5px;">Citizenship</td> <td style="width: 5%; text-align: center; padding: 5px;"><input type="checkbox"/></td> </tr> </table>			EU values & human rights	<input type="checkbox"/>	Citizenship	<input type="checkbox"/>
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	Cultural identity	<input checked="" type="checkbox"/>	Digital citizenship	<input type="checkbox"/>
	Diversity and inclusion	<input type="checkbox"/>	Gender, social, economic and health	<input type="checkbox"/>
	Social justice	<input type="checkbox"/>	Leadership & mentorship	<input type="checkbox"/>
	Democratic life	<input type="checkbox"/>	Other	<input type="checkbox"/>
	Climate change, sustainability	<input type="checkbox"/>		
If other, please specify .....				
Type of action	<p>Online Campaigning</p> <p>Participation on events, conferences and webinars.</p> <p>International Network</p>			
Target group	Young students and professionals aged 18–35 with a passion for cultural heritage			
Main partners or stakeholders	Europa Nostra			
Short description of the initiatives	<p>The European Students' Association for Cultural Heritage (ESACH) is a youth-led network of students and young professionals within cultural heritage based on the principles of interdisciplinarity and peer-to-peer learning. It was established in 2017, on the occasion of the European Year of Cultural Heritage 2018, to highlight the perspective of the younger generations regarding cultural issues of European and national importance. ESACH aims to establish a mutual exchange of knowledge and experience beyond geopolitical boundaries, through collaborations with cultural institutions and an increased involvement of students, young professionals and future decision-makers.</p>			
Activities and methods implemented	<p>The EHYA programme engages young heritage enthusiasts in a wide range of participatory and advocacy activities aimed at strengthening the connection between youth and cultural heritage at the European level. Through digital platforms, networking, and collaboration with established institutions, Ambassadors promote inclusive narratives and youth engagement in the heritage field.</p> <ul style="list-style-type: none"> <li>● Storytelling and Social Media Engagement: Ambassadors actively share their personal heritage stories, local initiatives, and reflections</li> </ul>			

	<p>on cultural identity through social media platforms using the hashtag #HeritageAmbassadors. This digital storytelling helps make heritage more visible, accessible, and engaging to younger audiences.</p> <ul style="list-style-type: none"> <li>● <b>Contribution to the European Heritage Tribune:</b> EHYAs act as local reporters by contributing articles, interviews, and insights on heritage-related topics to the European Heritage Tribune. This allows them to raise awareness of heritage issues in their regions and promote youth-led perspectives at the European level.</li> <li>● <b>Participation in Cultural Heritage Events:</b> EHYAs are encouraged to attend and speak at national and international conferences, webinars, and forums focused on heritage, youth, and policy, representing the voice of young people in professional and institutional settings.</li> <li>● <b>Networking and Capacity Building:</b> The programme fosters an active community of young professionals who exchange ideas, collaborate on joint initiatives, and support each other’s local heritage efforts. It also offers informal learning opportunities and peer mentorship.</li> </ul>
<p>Key Success Factors</p>	<p>The EHYA initiative stands out as a successful model of youth engagement in the cultural heritage field. Its impact is driven by a unique combination of peer-to-peer collaboration, institutional support, and strong digital outreach. The programme effectively empowers young people to shape the heritage discourse by giving them visibility, responsibility, and a platform to connect with both peers and professionals.</p> <ul style="list-style-type: none"> <li>● <b>Youth-Led Communication:</b> The initiative trusts young people to represent and communicate heritage in their own voices. This authenticity helps the messages resonate widely with other youth and the public.</li> <li>● <b>Digital and Inclusive Storytelling:</b> By using social media and digital journalism, the initiative makes heritage accessible and relevant. Ambassadors can creatively engage audiences and highlight underrepresented narratives.</li> <li>● <b>Promotion of Intergenerational Dialogue:</b> EHYA bridges the gap between youth and heritage professionals, encouraging mutual learning and the integration of youth voices in decision-making processes.</li> </ul>