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**CULT HERIT 8**  
**RELEX 1435**  
**CULT 116**  
**DEVGEN 179**  
**COASI 184**  
**COEST 643**  
**COAFR 404**  
**MAMA 228**  
**COLAC 157**  
**CIVCOM 283**  
**CFSP/PESC 1608**  
**JAI 1670**  
**ENV 1113**  
**GLOBAL GATEWAY 32**

#### **INFORMATION NOTE**

From:	General Secretariat of the Council
To:	Delegations
Subject:	Presentation given by a representative of AVSI Foundation at the RELEX Horizontal Questions (International Cultural Relations) meeting of 13 November 2024

Delegations will find in the annex a presentation given by an external stakeholder (AVSI Foundation representative) at a meeting of the WP RELEX-HQ (International Cultural Relations) on 13 November 2024. The views expressed in the presentation are solely those of the third party concerned. This document cannot be regarded as stating an official position of the Council and it does not reflect the views of the Council or of its members.



## 2023 In numbers

 **355**  
Projects

 **21,093**  
Distance Support Program  
children around the world

 **21,807**  
Donors  
institutions, individuals, foundations,  
businesses, schools

 **272**  
AVSI Points  
support groups involving 1,823 volunteers who  
are in direct contact with AVSI, part of a network  
made up of more than 3,000 people

 **42**  
Countries

 **8,667,441**  
Direct beneficiaries  
18,509,905 Indirect beneficiaries

 **2,116**  
Staff

 **2,618**  
Local partners  
organizations, businesses, institutions

 **€ 124,919,924**  
Aggregate budget  
including extraordinary income  
24% from private funds | 76% from public funds

## Areas of operation

### Latin America & the Caribbean

Argentina, Brazil, Colombia, Dominican Republic, Ecuador, Haiti, Mexico, Paraguay, Peru, Venezuela

### Africa

Burundi, Cameroon, Democratic Republic of Congo, Côte d'Ivoire, Kenya, Libya, Mozambique, Nigeria, Republic of Congo, Rwanda, Sierra Leone, Somalia, South Sudan, Tunisia, Uganda

### Middle East

Iraq, Jordan, Lebanon, Palestine, Syria

### Asia

India, Kazakhstan, Myanmar, the Philippines

### Europe

Albania, Italy, Kosovo, Lithuania, Poland, Romania, Russia, Ukraine

### Vision

AVSI works for a world where the person, aware of their value and dignity, is the protagonist of their own integral development and that of their community, even in crisis and emergency contexts.

### Mission

AVSI implements cooperation projects in various sectors with a preferential focus on education, meaning that the person is accompanied towards self-discovery and recognition that the other person is a resource. Each project is conceived as an instrument to promote this awareness in everyone involved, has in itself a need for communicating and sharing, and creates an impact capable of generating a positive change.

### Method

In project implementation, AVSI uses the following approach:

- to start from the value of the person, who is never defined by the circumstances in which they live
- to consider the person always in their family and community context
- to accompany and let ourselves be accompanied, recognizing that we all share the same human experience
- to involve all stakeholders: encourage the participation of beneficiaries, providers, partners, donors, and the private sector
- to learn from experience and capitalize on the lessons learned.





## 6 Projects

### In the sectors:

	Child protection	1
	Economic strengthening and livelihoods	1
	Vocational training and job creation	2
	Education	1
	Sustainable cities	1

## 5 Donors

### Institutional and private

#### Among which:

- Italian Agency for Development Cooperation (AICS)
- Spanish Agency for International Development Cooperation (AECID)
- German Development Cooperation (GIZ)
- United Nations Educational Scientific and Cultural Organisation (UNESCO)

## 292,701 Beneficiaries

5,501 Direct  
287,200 Indirect

## Financial statement 2,471,262 €

## 365 Children supported

## 27 Staff

18 National  
9 International

## 2 Local branches





**1,507**

**Direct beneficiaries**

**988** Jordanians

**519** Refugees

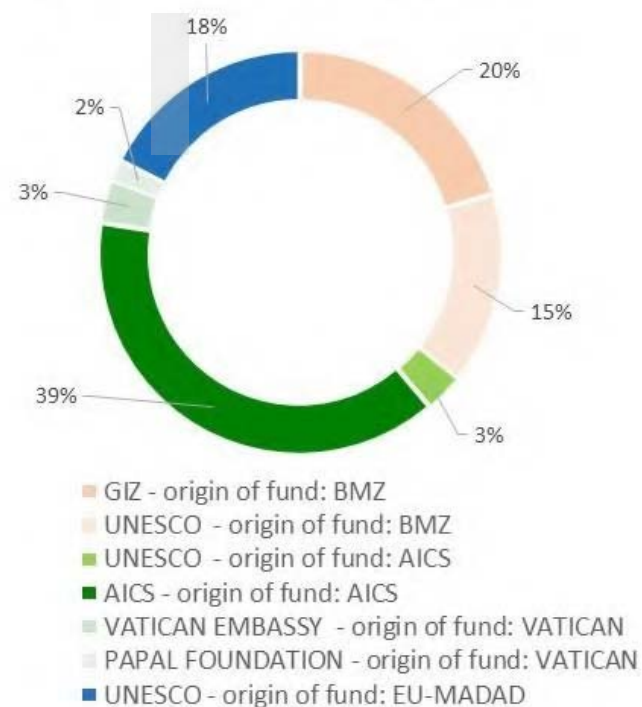
**907** Males (**60%**)

**600** Females (**40%**)

**Tangible and Intangible Heritage**

Governorate	Archaeological/Historical sites rehabilitated	Intangible heritage elements preserved
Aqaba	2	11
Zarqa	0	1
Ma'raq	12	8
Ma'an	6	3
Madaba	0	4
<b>Total</b>	<b>20</b>	<b>27</b>

**Financial investment since 2018**



**Total: 3.000.530 €**

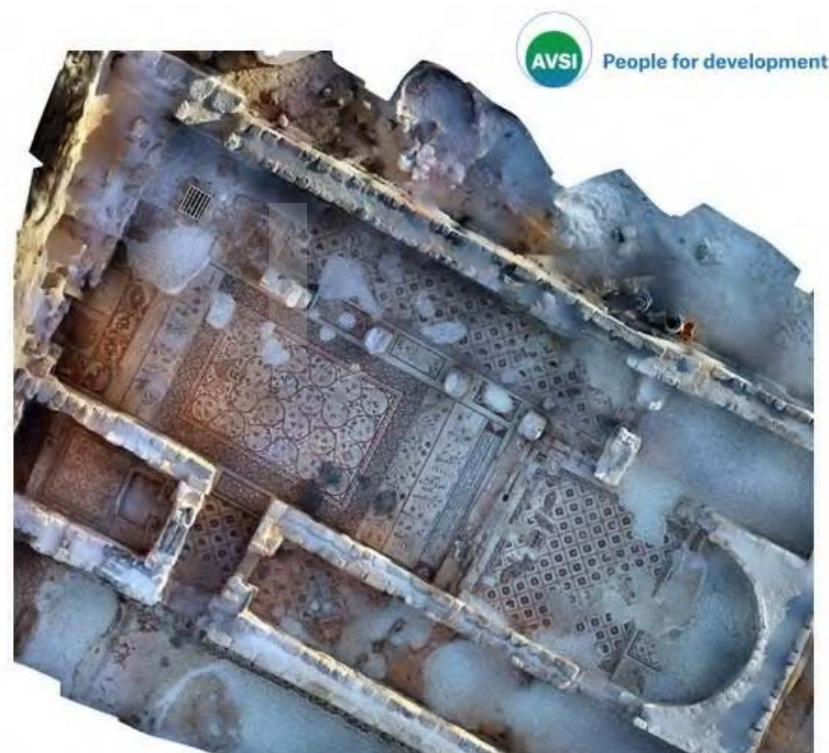


# OUR APPRO ACH



## Holistic and multisectoral approach

**Traditional Bedouin textile production** is taught by Jordanian ladies to young Syrian and Jordanian girls and products are used as shading elements in public gardens and municipal parks.



**Heritage, tradition, culture are relevant dimensions of the person;** they represent the link between the past and the present, and can contribute to build the future. AVSI's projects are designed to not only restore historical sites but also to **enhance the overall well-being of local communities** through job creation, skills development, and fostering social cohesion



**Iraqi refugees trained by experts** or mosaic production **recycling** colourful ceramic tiles. The trained Iraqis were later engaged as trainers and conducting on-the-job-trainings targeting Syrian and Jordanian women for producing urban furniture to decorate public areas.

**75% :** this work opportunity helped them **integrate and become part of the community**

**97% : made new friends/relations** (83% with people of different nationality)



By using **local, low-impact materials and traditional construction techniques** we ensure that the protection of cultural heritage is aligned with long-term ecological resilience. Additionally, AVSI fosters a reconnection with cultural traditions and intangible heritage, **encouraging local communities to rediscover and preserve their historical identity.**

**Shereen, a 56 y.o. lady from Ma'an, trained 20 men** in the desertic Abbassyeh village (Gweirah district) on mud bricks production and construction. Using this **environmental resilient technique**, the trained villagers built a playground area for children in the hard-to-reach village.





## Focus on community empowerment

Empower **local communities**, positioning them as **active participants** rather than passive beneficiaries. Prioritizing local input and participation, strengthening the **sense of ownership** and responsibility for the cultural heritage being preserved.

**98%** sense of belonging to the project locations  
**85%** continue **visiting the sites** in their free time



AVSI has successfully **engaged women in roles traditionally reserved for men, such as the restoration of mosaics or training others in heritage-related skills**, which is rare in organizations focusing solely on technical restoration.

**65% of women : first time working outside their homes** and receiving a salary

**93% : the project helped reducing gender stereotypes**

**49% : intend to share the entire income with their partners**, emphasizing a collaborative approach to financial matters





## Strong partnership and localized impact

**Multi-stakeholder partnership:** working closely with local governments, international bodies like UNESCO, and private sector entities. **Not merely technical collaborations but aimed at building local capacity.** Our work with municipalities and local authorities also strengthens governance and **enables local actors to play a more active role in heritage protection.**



# RECOM MENDA TIONS





### PCH as new model of development cooperation

Consider the **protection and promotion of cultural heritage** as the heart of a new, more **comprehensive model of development cooperation**, especially in complex contexts



### Expand funding and support mechanisms

The EU and member states in contexts of crisis, conflict, strong presence of threatened cultural heritage, and strong migration pressure should consider and invest in more cultural heritage protection and preservation programs as a driver and part of broader development strategies **within the valorization of the identities of the different communities**

### Enhance private sector's engagement

**Raise the commitment and contribution of private sector in line with the EU's Global Gateway strategy**, both in financing and implementing cultural heritage protection initiatives to promote sustainable actions (e.g., by creating joint funds for specific regions/countries)

### Adopt a holistic approach to cultural heritage protection

For EU external action to be more effective, more **priority shall be given to local community empowerment, economic resilience, and social cohesion.**

**Foster programs dedicated to the protection of cultural heritage integrating cross-cutting themes,** such as gender equality, development of related educational pathways, social inclusion, economic empowerment, urban regeneration, all **through a participatory approach.**

### Strengthen multi-stakeholder platforms

Expanding platforms where governments, NGOs, and international agencies regularly collaborate to facilitate knowledge exchange, alignment of priorities, improved coordination, and effectiveness of funding, especially in conflict or crisis regions. **The Brussels High Level Conference sponsored by the Hungarian Presidency on September 9<sup>th</sup> and this RELEX HQ on Cultural Heritage Protection** are good models for continued dialogue





People for development

2023

**Our promise**