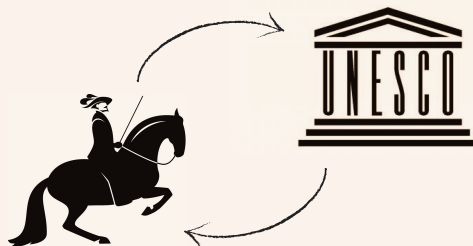


PROJECT STATUS REPORT

TEAM UNESCO



Project Name

Academic Art of Riding meets UNESCO

Reporting Period

Summer Academy 2022 - Summer Academy 2023

Prepared by

Janna Behrens

WHAT HAPPENED SINCE LAST SUMMER ACADEMY?

- Team UNESCO grew, so ca. 7 German knighthood members regularly meet online in dedication to the project.
- Unfortunately, the Bavarian Unesco commission answered our application with a refusal. Reason: commercial focus, doubting the non-profit aspect, external presentation of professionals in the Academic Art of Riding was visible but external presentation of cultural asset itself couldn't be found.
- We brainstormed about the nonprofit-aspects of the Academic Art of Riding and how we could make the cultural asset more accessible to everyone without any commercial interest.
- We discussed the image of the cultural asset and found ways to secure the Academic Art of riding in its pure form by means of **FOUNDING A CULTURAL ASSOCIATION**.

ACADEMIC ART OF RIDING MEETS UNESCO

UNESCO APPLICATION

- We rewrite the application to maximise our chances of approval.
- Janna is in contact with the UNESCO commission in charge of reporting the project status to the knighthood.
- Kathrin is delivering high-quality content articles to Wikipedia to which the Academic Art of Riding can then be linked.

CULTURAL ASSOCIATION

- We are working on a prototype of an association starting in Germany, spreading it to your countries.
- Yvonne is designing legally secure and internationalizable statutes for the association.
- Claudia, Franzi, Eva, and Gerlinde are researching all necessary background information for current and future project steps.

WHAT'S NEXT?

- New UNESCO application in the North of Germany until October 2023

- Informing German culture carriers about how to join, no knighthood membership necessary

WHY FOUNDING A CULTURAL ASSOCIATION?

- Until now, culture carriers don't show up together to celebrate the culture but rather for commercial reasons.
- We pave a way for the future of the Academic Art of Riding as an officially accepted cultural asset to save it from harm during the next generations.
- We need a structure that allows us to preserve the cultural asset the way it was delivered to us AND develop it without falling to pieces because of its growth.

HOW CAN YOU SUPPORT THE PROJECT?

- German members: JOIN! And let your students, your friends and others who love the Academic Art of Riding know about the association and invite them in!
- All other members: Research how you could organize yourselves officially in your countries!
- Let us know: Why is the culture of the Academic Art of riding worth preserving? What do you think?
- Consciously carry the spirit of the cultural asset into the world. Embody the will to preserve the Academic Art of riding everywhere you go, with every word you say and every move you make, Find your way to spread the word and help enlargen the circle of those who want to join.

NEXT REPORTING PERIOD?

- Summer Academy 2023 - Summer Academy 2024
- Person in Charge: Janna Behrens