



UNITAFRICA

*Empowering the Academic Cooperation between Italy and
Africa for fostering the quality and effectiveness of the
higher education systems in a mutual learning
environment*

TNE23-00050 - CUP D81I24000280007

University of Rome La Sapienza

PNRR project

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CUP: D81I24000280007

Summer School on

Cultural Heritage and Sustainable Tourism

Call for Application

The Summer School Context and objectives

This intensive summer school provides advanced interdisciplinary training in cultural heritage management and sustainable tourism, with a specific focus on Ethiopia and the Horn of Africa. Targeted at academic staff, early-career researchers, institutional professionals, and graduate students from African countries, the programme aims to foster cross-sectoral competencies for the



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preservation, enhancement, and responsible use of both tangible and intangible heritage within local development frameworks.

The summer school takes place at the Italian Cultural Institute in Addis Ababa. Participants will develop the ability to critically assess and apply methodological tools, manage complex datasets, and implement problem-solving strategies tailored to real-world scenarios. The programme also supports the development of independent judgment in planning and evaluating heritage-related actions, particularly in endangered contexts and through community engagement and public awareness strategies.

A core component of the course is the exploration of digital technologies for heritage promotion and sustainable tourism planning. Participants will enhance their understanding of digital documentation systems, communication strategies, and the production of outreach materials. Communication skills will be strengthened through collaborative project work, interdisciplinary dialogue, and final team presentations, encouraging clarity, adaptability, and effective peer interaction.

Regulations

Article 1

Scope and Profile Requirements

Cultural Heritage and Sustainable Tourism

The program aims to provide interdisciplinary and practical expertise in cultural heritage management and the development of sustainable tourism strategies, with a particular focus on the African context, specifically Ethiopia and the Horn of Africa. In addition to the core aspects of the field, the intensive course integrates digital tools and innovative strategies, offering a holistic approach to cultural heritage enhancement.

The program follows an immersive one-week course held at the Italian Cultural Institute in Addis Ababa. This includes classroom lectures and site visits, allowing participants to engage in real case studies that illustrate the concepts explored during the lessons.

The in-person training will take place from **September 29 to October 3, 2025**.

By the end of the course, the participants will have developed:

The ability to plan and implement conservation and enhancement strategies for both tangible and intangible heritage.



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The skills to independently manage sustainable tourism initiatives while ensuring the active involvement of local communities.

Proficiency in selecting appropriate digital technologies and marketing strategies for the promotion of cultural heritage within a sustainable tourism framework.

The program is designed for a minimum of 20 and a maximum of 30 participants. All the course and lodging expenses will be fully covered by the Project. The costs related to the mobility of trainees who are not residents of Addis Ababa will also be covered. The call is open to graduates holding a BA degree in humanities, design, multimedia, communication, or related fields and PhD students in humanities, design, multimedia, communication, or related fields, early career researchers in Archaeology, History and Anthropology, staff of the institutions entrusted with the management of cultural heritage. Applicants should have a keen interest in exploring the best practices in Cultural Heritage management and Sustainable Tourism. The eligibility criteria are defined in Art. 6.0.

Article 2

The Summer School Secretariat

The Summer School secretariat is constituted jointly by Sapienza University (2 representative).

The Summer School secretariat receives the applications submitted by the Candidates and transfers those in compliance to the Selection Committee.

Article 3

The Selection Committee.

The Selection Committee is composed of 3 representatives appointed Sapienza University of Rome and 3 representatives appointed by Addis Ababa University.

The Selection Committee receives the applications from the Secretariat and is in charge of evaluating each application submitted by the Candidates for selecting those to be invited to participate.

The Selection Committee will draft a final report in accordance with the requirements of this Call, confirming that all submitted applications have been thoroughly reviewed and presenting the list of candidates invited to participate in the summer school.

The report will also outline the criteria applied in the selection process.

The majority of the Members of the Selection Committee shall be present for their meetings to be considered valid.

Article 4

Statement of Principle for the Candidates' selection.

The Selection Committee commits to secure a selection process that is based on equal opportunity without prejudice, regardless of gender, race, religion, age, pregnancy, disability or other personal



UNITAFRICA

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attributes provided that they do not impair the candidate's professional performance (that is, unable to meet the reasonable and genuine requirements of the position).

The Secretariat ensures that the selection process follows documented procedures, with candidates having access to published criteria on eligibility and selection.

Article 5

Evaluation procedure steps

0. Eligible Profiles

The professional or academic experiences of the applicants will be used to assess the eligibility for participation in the program. To be eligible for admission, applicants are required to:

- Have obtained at least a Bachelor's degree by the start date of the Summer School. Students that has not yet acquired the required degree by the application deadline, shall submit the documentation no later than August 29, 2025.
- Being enrolled in an MA or PhD program at one of the African universities listed in Annex 1; or being a professional working in a cultural heritage institution, or an early-career academic.
- Candidates must demonstrate their interest and commitment to the program's subject through a motivation letter (max. 600 words) and their CV.
- English language proficiency (B2 level) will be assessed through certification, enrollment in or completion of a degree program taught in English, or an oral interview.

1. Call for applications

Applications for the UNITAFRICA Summer School in Cultural Heritage and Sustainable Tourism shall be submitted according to this call, published in English on the following websites and social media: <https://www.antichita.uniroma1.it/news>; <https://www.unitafrica.it/>. The application process opens on **May 30, 2025**, and the deadline for submission is **June 30, 2025**. Applications received beyond this deadline will be automatically rejected.

2. Evaluation of applications and ranking

The applications will be evaluated according to the criteria included in annex 2 and the specifications defined in the Requirement Profile (Art. 1) by the Selection Committee (Art 3).

The rank list will be formulated by the Selection Committee based on objective criteria and the information provided in the application documentation (Art. 6):

- BA degree grade (1-5 points);



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- Relevance of the CV and other educational or extra curricula experiences in the field of Cultural Heritage and Sustainable Tourism (1-10 points);
- Professional experience in the field of Cultural Heritage and Sustainable Tourism (1-5 points);
- alignment of the candidate's profile with the program (1-10 points).

Maximum total: 30 points.

Article 6

Application documentation

Interested and qualified candidates are required to submit their application via email to cultheritage.sapienza@outlook.com, specifying in the Object ***“UNITAFRICA Ethiopia - Application for Cultural Heritage and Sustainable Tourism”*** in the subject line, and attaching the following documents:

- Bachelor degree or equivalent.
- Self-certification of current enrollment or employment status.
- CV (in English, including academic background and professional experiences).
- Motivation letter (in English) highlighting reasons to participate and showing the commitment of the candidate to the project (MAX: 600 words).
- Any additional documents or statements providing further information that may highlight relevant experience in the field (facultative), including the eventual proficiency certificate in English language.

Incomplete and/or inconsistently filled out applications and/or those that do not meet the required criteria will be considered ineligible.

Article 7

Publication of Results

The Secretariat will publish the list of accepted candidates on the website <https://www.antichita.uniroma1.it/news>; <https://www.unitafrica.it/>.

Below is a indicative schedule of the participation of students in the program:

- | | |
|--|---------------------------|
| • Publication of the call for applications: | 30 th of May, |
| 2025 | |
| • Deadline for the submission of the applications: | 30 th of June, |
| 2025 | |
| • Deadline for Trainee Selection Announcement | 24 th of July |
| • Deadline for acceptance | 8 th of August |

In the event of a withdrawal by selected student(s), the next candidate(s) on the ranking list (Art. 5.2) will be admitted.



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TNE23-00050 - CUP D81I24000280007

Article 8

Visa

The Visa procedures are entirely the responsibility of the student. Therefore, the possibility of carrying out the period abroad for selected students is always subject to the issuance of the Visa by the destination country (Ethiopia). It should be noted that the issuance of a Visa for some countries may be restricted for certain nationalities.

Article 9

Insurance

The accident insurance and liability insurance provided by Sapienza University of Rome can only cover incidents that occur during educational activities. Other medical services, not related to study activities, falls within the sole responsibility of the selected students.

Article 10

Contacts

Any request for clarifications or communication shall be addressed to cultheritage.sapienza@outlook.com.

Article 11

Personal Data

Personal data of the interested parties will be processed in accordance with the principles of correctness, lawfulness, transparency and minimization, for the protection of confidentiality and all the rights of the interested parties, in accordance with the provisions of the European Regulation on the protection of personal data. (EU Regulation 2016/679, so-called GDPR), by the Code regarding the protection of personal data (Legislative Decree 196/2003 and subsequent amendments) and by the consequent implementing measures adopted by the European authorities and by the Guarantor for the protection of personal data (www.garanteprivacy.it).



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Annex 1 – List of eligible African Universities from which the application can be originated

Country

Cameroon
Cameroon
Cabo Verde
Ethiopia
Ethiopia
Ethiopia
Ethiopia
Ethiopia
Ethiopia
Ethiopia
Ghana
Kenya
Kenya
Kenya

Kenya

Kenya
Mozambique
Mozambique

University

University of Dschang
University Yaoundè I
Universidade de Cabo Verde
Addis Ababa University
Hawassa University
Jimma University
Madda Walabu University
Mekelle University
Wolaita Sodo University (WSO)
University of Dire Dawa
Cape Coast University
University of Nairobi
Kenyatta University
Masinde Mulindo University of
Science and Technology
Meru University of Science and
Technology
Technical University of Kenya
Eduardo Mondlane
Universidade Catolica de
Mozambique
Catholic University of Rwanda
Ines-Ruhengeri, Institute of Applied
Sciences, Musanze
University of Rwanda



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Annex 2 – Ranking for the evaluation

Grading Rubric for Trainee Selection

Grade Criteria	1	2	3	4	5
BA degree grade (1-5 points);	<input type="checkbox"/> Grade from 66 to 75: 1 points <input type="checkbox"/> Grade from 76 to 85: 2 points <input type="checkbox"/> Grade from 86 to 95: 3 points <input type="checkbox"/> Grade from 96 to 105: 4 points <input type="checkbox"/> Grade from 106 to 110 cum laude: 5 points				
CV (in English, including other educational or extra curricula experiences in the field of Cultural Heritage and Sustainable Tourism) (1-10 points);					
Professional experience in the field of Cultural Heritage and Sustainable Tourism (1-5 points);					
Alignment of the candidate's profile with the program (1-10 points);					
Overall grade	/30				



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Annex 3 – Application Assessment

Assessment Form

Candidate's name:

Nationality:

Step 1: Document Check (all in English)

- ☐ CV
- ☐ Evidence of Bachelor degree or higher
- ☐ Motivation letter
- ☐ Copies of additional documents
- ☐ English Language certificate

In the absence of an official English language certificate, an interview will be conducted to assess the candidate's proficiency.



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