

## Mentor Profile

When would you like to participate as Mentor? (Select all that apply)

- Pilot round (Starting March 2022)       Later in 2022 (Starting Sep 2022)       Starting in 2023



|  |   |
|--|---|
| Name   | Anna Yau  |
| Title  | Partner and Director  |
| Firm/Institution   | Contemplate Culture Community   |
| City, Country  | Hong Kong   |
| LinkedIn/website   | <a href="https://www.contemplateculture.com">https://www.contemplateculture.com</a> |
| Best channel for the apprenticeship to contact you (email, Whatsapp, etc): | Email: <a href="mailto:annayau19@yahoo.com.hk">annayau19@yahoo.com.hk</a>           |

Biography (Add your short biography for Mentor Profile, including relevant UNESCO Heritage Awards-winning projects that may be relevant to the proposed Apprenticeship)

Ms Yau has been working for over a decade in heritage revitalisation, management and education. She is an accredited heritage conservationist (ICOMOS, HKICON) and Project Management Professional (PMI). Her cultural heritage management experience includes built heritage conservation, safeguarding of intangible cultural heritage, heritage entrepreneurship; as well as teaching and training in the Asia Pacific region. In 2015, she was selected as the delegate of China to participate in UNESCO first World Heritage Youth Forum in Asia.

She has been involved in two UNESCO Asia Pacific Heritage Awards-winning project, the YHA Mei Ho House Youth Hostel (Honorable mention, 2015) and Lai Chi Wo Cultural Landscape (Special Recognition for Sustainable Development award, 2020). She is one of the Instructor of the "Living heritage and sustainable development" MOOC organized by UNESCO, ICHCAP and Sdg Academy. She is currently a Coop committee member of Livelihood of Mei Ho House Museum Working Group for Hong Kong Youth Hostels Association, member of Docomomo HK, and Partner of non-profit organization Contemplate Culture Community.

Specify the project(s) you are working on or are in the process of developing that will be the focus of this Apprenticeship (project name, brief description, current status of project):

- Development of new heritage start-up project focusing on the safeguarding of rural indigenous knowledge and use of natural resources in Hong Kong
- Further development of a few rural start-up to explore further funding opportunities and business opportunities to scale up the project. These project revitalize the abandoned use of local rural

resources through education workshops, production of new innovative products and other business activities to sustain and safeguard declining indigenous living heritage.

Explain the role of Apprentice in the specific project(s) that they will be working on:

- The apprentice will be required to assist in market research, literature review, brainstorming project ideas, project proposal development and project implementation
- Assist in various heritage-related activities and project such as educational workshop, preparation of marketing materials, research and other administrative matters.

What skills do you require from the apprentice?

Knowledge in sustainability and rural heritage; research and analytical skills; good interpersonal and communication skills; maintains a positive work attitude; ability to work independently and manages workload in an orderly and responsible manner; takes initiative to explore new areas of study and pursue better outputs; motivated to seek ways to fortify own strengths and overcome weakness.

What language(s) is/are required by the apprentice?

English; Chinese (Cantonese);

Will the Apprenticeship be online or on-site?

- Fully Online       Fully On-site       Either one       Both/hybrid  
(Explain further breakdown below. For instance, 3 sessions on-site)

*If you selected Both/Hybrid, please Explain here the breakdown (e.g. 3 sessions on-site):*

Will your apprentice need to apply through any additional process within your organization?

N/A

In what field would the mentorship be provided?

Fields and areas related to sustainability. Sustainability requires interdisciplinary knowledge and people who has background in heritage management, architecture, social science, planning, landscape architecture, anthropology, agriculture, business etc. are welcome.

In addition to the assigned tasks, what opportunities for personal interaction would you provide for your Apprentice? (One-on-one meetings to review progress, career advice, invitations to join networking events, etc.)

- Coaching and career advice, networking opportunities with multi-disciplinary team members

Please specify any kind of support you can provide to the Apprentice, if any (e.g. transportation, housing, research stipend, etc.)

- An honorarium will be offered to the appointed apprentice according to the project assigned

I understand the agreement will be made between myself and the apprentice, subject to mutual understanding. I understand that UNESCO will facilitate the matchmaking process and is not liable nor responsible for the agreement made between myself and the apprentice.

✓ Yes

12 Dec 2021

Date

Anna Yau

Name of Mentor



Signature