

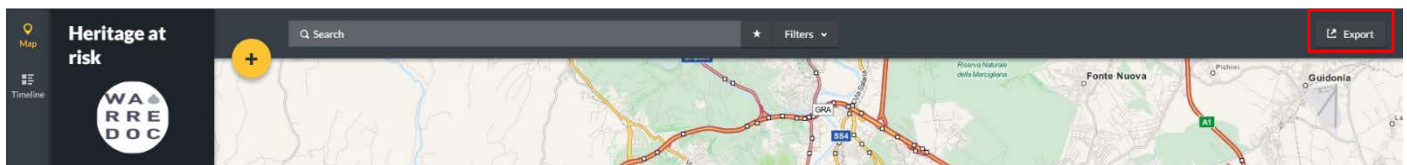
# UNESCO Heritage Site Crowdmapping: Technical requirements of Digital Maps

Participants must comply with the technical and scientific specifications to author and publish maps of the UNESCO World Heritage Sites in the website “Natural and Cultural Heritage Digital Crowdmapping Project”.

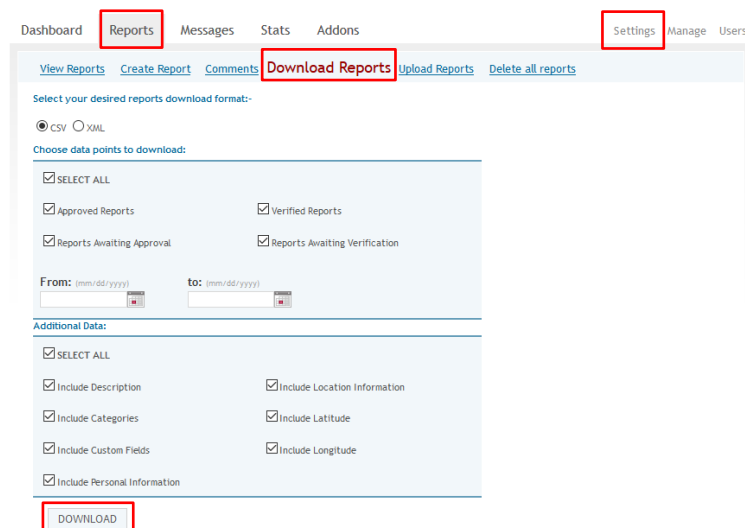
- To create your story map select the **Story Map Journal**.
- Your **Story Map Journal** must include at five (5) sections with the following titles:
  1. **Introduction:** Write a brief outline in the panel content and add a video as the ‘cover page’ of your story (1 page).
  2. **GIS Section:** Import one shapefile including polygon(s) and points for each of the two scenarios
    - Cultural, natural and historical heritage (1 slide).
    - Heritage at risk (1 slide).

Note: **Shapefiles** can be easily imported to **ArcGIS Online** by using **ArcGIS Desktop** or **QGIS**. In case you would prefer to use other sources of Crowdsourcing, we encourage you to follow the procedure:

- A. **Ushahidi:** Click on the “Export” button located in the top right corner of your deployment to download your data as a **CSV file**. The size and content of your file will depend of the form structure. Images need to be download separately.



- B. **Crowdmap:** Reports must be accepted and verified to go ahead in this process. Go to settings, click on reports and choose download reports. The data structure is almost identical to Ushahidi with slight improvements. Choose **CSV or XML** as desired format and include filters if needed.



- C. **OpenStreetMap:** The “Export” button can be found on the top of your screen. Currently **OSM** can export data into **ArcGIS Desktop** by downloading the ArcGIS Editor for **OSM**. After installed, open **ArcMap** and search for the **OSM** toolbox. Several tools are available to create new shapefiles by using **OSM** data which can be later incorporated in your ArcGIS Online project. Third party software can also be used to create shapefiles.

- Enable “**pop-up**” for all your features to display rich-valuable content and configure the “**pop-up media**” specifying the title, caption and URL for each image that possess a .jpg or .jpeg extension at the end of the domain.
  3. **Social Media:** Built a new web application within your project including social media platforms such as **Instagram, Flickr, Twitter** and **YouTube**. Save, share and link it to your **Story Map Journal** (1 slide).
  4. **Discussion:** Present the highlights and key messages of your story by using bullet points. Include a last conclusion paragraph and upload a picture to reflect your work (1 slide).
  5. **Reference:** Remember that you were able to produce this piece of work by using open data. Site official sources of information such as UNESCO, United Nations database, international newspapers, faculties, research institutes and tourism organizations. Site all text and pictures using brackets (i.e. [1]) and list all in the section (1 slide).

Note: After completing your case study, make the map **public** and share it to everyone. Feel free to create new maps within the platform and extend your work using the capabilities and advantages of each app, selecting the most suitable to your project. For more information, please look at the City of Rome Case Study: <http://arcg.is/1sruaPb>

- After completing your project, save as with another name. Now on the contents panel, click on more options and **save layer**. Doing this you’ll keep the first and latest version of the map that will be stored in your content and later integrated into the global map of UNESCO World Heritage. (**Important**)
- For identification purposes, each project must include the first two labels of the selected heritage site country, followed by No.1 or 2 depending if its cultural heritage (#1) or natural site (#2) and the name of the site. For example, the name of the City of Rome case study should look like this: **IT\_1\_Historic Center of Rome**.
- Include #WARREDOC #UNISTRAPG and #UNESCO in the hashtags. Don’t forget to tag your institution and university!
- When your Story Map Journal is completed, send an email to [warredoc@unistrapg.it](mailto:warredoc@unistrapg.it) including the following information: First and Last Name, Nationality, Institution/Organization, General information of your project, Link story map and Skills learned from your work. Within 48 hours you’ll receive an invitation to join the official **WARREDOC** working group on ArcGIS Online to share your work. Verify your account settings and enable everyone to see your profile.
- A group of experts will evaluate the content and quality of your map. Within a week, The **WARREDOC Team** will send you an official response to either announce the incorporation of your map into the website or send you a new set of guidelines and insight to improve your project.

**Congratulations!**

**You are now ready to develop a complete Story Map.**