

ANNEX 1: QUESTIONNAIRE ON RAISING AWARENESS ABOUT INTANGIBLE CULTURAL HERITAGE

Submitted by: International Council for Traditional Music (ICTM)

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Date: 3 May 2009

General

1. Please briefly describe the general awareness in your country about the importance of intangible cultural heritage (as defined in Article 2 of the Convention).

[You may wish to distinguish between the levels of visibility among different groups of population (youth, minorities, academic world, etc.), or the visibility of specific intangible heritage domains (such as music, oral traditions, performing arts, rituals, festive events, etc.). You may also indicate why you consider it relevant, or not, to enhance awareness about the importance of the transmission of the intangible heritage. You may refer to some specific problems that you may encounter when doing so, and propose possible solutions]

As the ICTM is an international NGO, we cannot speak for one country. Generally, we feel that the main problem of safeguarding is the transmission of, mainly technical, knowledge about ICH. This should be done in a balanced way: existing forms of ICH should be safeguarded in such a way that it will not block creative developments in living culture.

Awareness-raising at the national level

2. How can practitioners and bearers of the intangible cultural heritage be effectively involved in raising awareness about the importance of their heritage, while respecting customary access to it?

*There is generally no problem that practitioners and bearers of the ICH are not aware about the importance of their own heritage. It is rather a problem of raising awareness about ICH in other communities in such a way that respect is shown to these 'other' forms of ICH and creating a sense of **shared responsibility** for living culture. It is especially important to treat the ICH of minority groups in a respectful way and to involve these groups in the process of safeguarding.*

3. What role can formal and non-formal education play in raising awareness about the importance of intangible cultural heritage? What kind of educational materials could be developed for that purpose?

*Education is very important. The knowledge of the masters ('living treasures') should be valued and they should be given very much support to transmit their knowledge. Educational materials should pay attention to the diversity of intangible cultural heritage and respect for other communities. There is a growing need for school books that look at ICH in a relativistic, rather than nationalist, way. Education should raise the awareness that we are dealing with **world** heritage, like the 1972 convention.*

4. What role can community centres, museums, archives and other similar entities play in raising awareness about intangible cultural heritage?

These entities should as much as possible make the public aware of their own living culture, but in relation to ICH in other groups. Especially children should be given a chance to touch objects and play instruments they have never seen before. There should be a section in museums, community centres, etc., where children may experiment with existing objects or make these objects themselves and practise music and dance.

5. How can various types of media contribute to raising awareness? (television, radio, films, documentaries, Internet, specialized publications, etc.)

We advocate international UNESCO publications, making extensive use of audiovisual means (questions 8, 9 and 11). These publications should be adjusted to be used on the national level. Radio, television and the Internet should also be used for showing the diversity of the living heritage. National and local government officials should in this way supply information on ICH that is not the focus of commercial industries on ICH.

6. Can commercial activities related to intangible heritage contribute to raising awareness about its importance?

Yes, commercial activities could, for instance, be concerned with the organisation of performances and festivals. However, safeguarding should not be left entirely to market principles. The different governments also have their responsibility in safeguarding ICH that is not very suitable for commercial activities because it is not meant for the general public.

7. Can enhanced visibility and awareness of the intangible heritage lead to income-generating activities?

Yes. Income-generating activities in the field of living culture will be useful for safeguarding, but over-commercialisation will spoil the ICH, because it will lead to too many compromises for purely economical reasons.

Awareness-raising at the international level

8. What kind of actions and tools do you expect the UNESCO Secretariat to develop in order to assist the States Parties in enhancing awareness about the intangible heritage?

[such as the collection and dissemination of information, the development and maintenance of a website, the production of information materials, the constitution of a repository of audiovisual materials, the launching of international campaigns, the development of partnerships, the participation in international congresses, the provision of information to other UN agencies and other intergovernmental organizations, etc.)]

Support with publications: glossary or keywords and more elaborate manuscripts in which the problem of safeguarding is discussed and therefore what is at stake: for instance, respect for other communities, cultural diversity and community involvement. If the main issues are clear, it will be easier to develop cultural policies and know which directions the enhancement of awareness should be at the different national levels. The Internet should certainly be used in this respect.

Further, UNESCO could think about organising or stimulating festivals in which the intangible world heritage is shown in all its variety.

We encourage a repository of audiovisual materials. The UNESCO gramophone / CD Collection of Traditional Music that has now been terminated (on the unanimous advice of several experts) served its purpose. A modern form of such repository of audiovisual materials, also partially made available on DVD or the Internet, should replace this audio series (see also the following item).

A fund could be established by UNESCO to support publications (both print and audiovisual) by States Parties of their own ICH.

9. The Representative List of the Intangible Cultural Heritage of Humanity is established under Article 16 of the Convention "in order to ensure better visibility of the intangible cultural heritage and awareness of its significance, and to encourage dialogue which respects cultural diversity". What kind of specific measures should be taken to achieve these objectives?

The Representative List (RL) should be used for a series of (yearly, every two years) UNESCO publications, including audiovisual examples, in which a number of items (5-10) of the RL are explained and discussed for the general public according to some theme, such as: 'technical aspects of singing,' 'choreology in dances,' 'involvement of the public in performances,' 'performing arts as a means of communication,' 'the role of clowns in theatre', etc. These publications should as much as possible make use of the Internet. Further, these publications should be summarised in television series, etc.

10. How can the programmes, projects and activities that best reflect the principles and objectives of the Convention, as referred to in Article 18, contribute to raising awareness about the importance of the intangible heritage?

This could be used as examples for other situations ("best practices"), and in particular the way how community involvement is achieved and how the transmission of knowledge is safeguarded by involving young people.

11. Through what means can the Committee disseminate best practices, as referred to in paragraph 3 of Article 18?

Like for the RL (question 9) it could be done by another series of publications with audiovisual examples and television programmes. Again, the UNESCO website should be used as much as possible.

Threats related to awareness-raising

12. When applying awareness-raising measures, what aspects or elements of the intangible heritage should be excluded?

If an ICH element clearly does not show respect for or shows severe discrimination of other communities, groups or individuals, it should be excluded.

13. When attempting to raise awareness about intangible heritage, what kind of measures should be taken to avoid inappropriate use or access to it?

The community concerned should always be involved and informed. UNESCO should take part in the discussions on rights for communities, especially those with oral traditions. Copyright laws need to take the rights of communities more into account. In this respect UNESCO's role should be complementary to what is done by WIPO.

14. What kind of precautions should be taken to avoid possible negative effects resulting from enhanced visibility of certain forms of intangible heritage?

The convention should stimulate access to the elements of intangible cultural heritage (if the community agrees), not stimulate 'ownership' and intellectual property rights. Creativity should be shared, creators should get their financial share for their creations, but patents and copyright laws should be as much as possible be kept out of the discussions. UNESCO or the Committee might consider establishing a Complaint Board for breaches of trust. In some communities access to and use of ICH is restricted by age, gender and other factors; under the Convention these traditional restrictions should be respected.

15. What ethical questions do you think need to be raised when promoting the intangible heritage of certain communities?

Promotion should always be carried out as much as possible in cooperation with the communities involved.

Additional comments

ANNEX 2: Summary of suggestions made by the Committee on Agenda item 7 (Istanbul, Turkey, 2-5 November 2008) and extracts from the Convention (Articles 13,14 and 15)

The Committee stressed that the working document on Agenda item 7 prepared by the Secretariat was too limited and therefore requested the Secretariat to enlarge the scope of the draft directives by addressing, in particular, the measures that should be taken not only at the international level but also at the national level, including those proposed in Articles 13, 14 and 15 of the Convention.

Several Members of the Committee indicated that States Parties may take into account the experience of other conventions and programmes when developing awareness raising measures. They mentioned in particular the 1972 Convention because of the visibility given to the World Heritage List and the Convention on Biological Diversity because of effectively involving local communities in its implementation. Reference was also made to the UN Permanent Forum on Indigenous Issues, the UN Commission on Sustainable Development and the extensive networks of the Durban Process. Some Members also proposed cooperation with development agencies and in particular with UN sustainable development programmes. The suggestion was also made to involving ICOMOS in case in which there is a link between tangible and intangible heritage.

The Committee considered the term “visibility” too restrictive to reflect the different activities that encompass awareness-raising and outreach and thus preferred to use the term “awareness raising”. It further underlined that the purpose of the draft operational directives on raising awareness should be promoting and ensuring visibility of the 2003 Convention at the local, regional, and international level, with particular attention to the promotion of intercultural dialogue and cultural diversity worldwide. The use of national and international media, the creation of partnerships and the promotion of local festivals, traditional art gatherings and craft exhibitions were proposed as effective examples of means to this end. The Committee also suggested referring to grassroots communities, especially to the practitioners of intangible heritage, in order support its transmission. In this sense, good practices could be disseminated, in particular, through UNESCO’s website, in particular.

Several delegations also recalled that States Parties together with the Committee have an obligation to promote the 2003 Convention and that they are the key actors in its implementation. An effective national implementation of the Convention was seen as a means in itself to raise awareness about intangible heritage and to respect it through the listing of intangible heritage items in national inventories or on the Representative List. Information meetings and symposiums both with an academic and journalistic approach were also proposed as means to enhance the visibility of the Convention, as well as its translation in local languages.

The Committee also highlighted that UNESCO should pay special attention to the public in general, especially to youth, and national and international experts. The Committee Members underscored the importance of formal and non-formal education to ensure the viability and enhance the visibility of living heritage. Educational material should be developed with the support of States Parties, and should include targeted training on safeguarding intangible heritage. Education on intangible heritage should also be included in school curricula. It was also stressed that the role to be played by national education systems in developing awareness raising policies could contribute to avoid “museification” and “folklorisation” of intangible heritage.

The Committee further considered that the identification and analysis of potential threats to the intangible heritage resulting from increased visibility could be carried out. This might be necessary in cases that tourism or commercial activities may negatively affect the viability of the intangible heritage.

Extract: Articles 13, 14 and 15 of the 2003 Convention

Article 13 – Other measures for safeguarding

To ensure the safeguarding, development and promotion of the intangible cultural heritage present in its territory, each State Party shall endeavour to:

- (a) adopt a general policy aimed at promoting the function of the intangible cultural heritage in society, and at integrating the safeguarding of such heritage into planning programmes;
- (b) designate or establish one or more competent bodies for the safeguarding of the intangible cultural heritage present in its territory;
- (c) foster scientific, technical and artistic studies, as well as research methodologies, with a view to effective safeguarding of the intangible cultural heritage, in particular the intangible cultural heritage in danger;
- (d) adopt appropriate legal, technical, administrative and financial measures aimed at:
 - (i) fostering the creation or strengthening of institutions for training in the management of the intangible cultural heritage and the transmission of such heritage through forums and spaces intended for the performance or expression thereof;
 - (ii) ensuring access to the intangible cultural heritage while respecting customary practices governing access to specific aspects of such heritage;
 - (iii) establishing documentation institutions for the intangible cultural heritage and facilitating access to them.

Article 14 – Education, awareness-raising and capacity-building

Each State Party shall endeavour, by all appropriate means, to:

- (a) ensure recognition of, respect for, and enhancement of the intangible cultural heritage in society, in particular through:
 - (i) educational, awareness-raising and information programmes, aimed at the general public, in particular young people;
 - (ii) specific educational and training programmes within the communities and groups concerned;
 - (iii) capacity-building activities for the safeguarding of the intangible cultural heritage, in particular management and scientific research; and

- (iv) non-formal means of transmitting knowledge;
- (b) keep the public informed of the dangers threatening such heritage, and of the activities carried out in pursuance of this Convention;
- (c) promote education for the protection of natural spaces and places of memory whose existence is necessary for expressing the intangible cultural heritage.

Article 15 – Participation of communities, groups and individuals

Within the framework of its safeguarding activities of the intangible cultural heritage, each State Party shall endeavour to ensure the widest possible participation of communities, groups and, where appropriate, individuals that create, maintain and transmit such heritage, and to involve them actively in its management.