**Overview and rationale**

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| **Indicator** | **20. Extent to which programmes raising awareness of ICH respect the relevant ethical principles** |
| **Assessment factors** | This indicator is assessed on the basis of two country-level factors monitored and reported by each State Party: |
| * 1. The Ethical Principles for Safeguarding Intangible Cultural Heritage are respected in awareness-raising activities.
 | EP |
| * 1. Ethical principles, particularly as embodied in relevant professional codes or standards, are respected in awareness-raising activities.
 | OD 103 |
| **Relation with SDGs and other indicators** | **Sustainable Development Goals:** Like all of the indicators, the present indicator supports SDG Target 11.4, ‘strengthen efforts to protect and safeguard the world’s cultural and natural heritage.’**Relation to other indicators:** The present indicator focuses its attention on the manner in which awareness-raising programmes are implemented, and specifically whether they are carried out in an ethical manner. It thus completes the set of four indicators concerned with raising awareness (17-20). Indicator 17 looks at the wide participation of communities, groups and individuals, while Indicator 18 focuses on the role of the media and Indicator 19 addresses content and impact. The Ethical Principles for Safeguarding ICH are also relevant to Indicator 9, insofar as research and documentation are concerned; to Indicator 13, in the context of development plans, policies and programmes; and to Indicator 21 with regard to private sector safeguarding efforts. |
| **Rationale for action** | Under Article 1(c), one of the Convention’s four purposes is ‘to raise awareness at the local, national and international levels of the importance of the intangible cultural heritage, and of ensuring mutual appreciation thereof’. The Ethical Principles for Safeguarding ICH lay out a number of fundamental values that should guide all safeguarding efforts, including awareness-raising programmes. Those principles are complemented by relevant ethical codes or standards developed by professional organizations and associations whose members are involved in raising awareness, such as journalists and other media personnel or museum professionals. |
| **Key terms** | * Ethical Principles for Safeguarding Intangible Cultural Heritage
* Professional codes or standards
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**Specific guidance on monitoring and periodic reporting**

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| **Benefits of monitoring** | The Ethical Principles for Safeguarding ICH as well as other professional ethical codes and standards are of fundamental importance since activities or behaviours that are unethical can have negative consequences for ICH itself and for its related communities, groups or individuals. Monitoring can help to assess to what extent such ethical principles are respected or to alert a State to the need to take remedial action to reaffirm and reinforce those ethical principles. At the global level, monitoring can identify the extent to which there is general understanding of such ethical principles and whether capacity-building efforts may need to be directed to strengthening such understanding. |
| **Data sources and collection** | In many cases, an important data source may be held by responsible authorities in the field of information, communication and media. If the State has a consultative body or coordination mechanism, it may include those involved in raising awareness, and they can provide supplementary information. Non-conformity with relevant ethical principles may lead to public controversy or media coverage in their own right; researchers may also call attention to cases where those involved in raising awareness may not have fully respected those principles.**Possible data sources*** Publications, reports and collections of awareness-raising materials
* Codes of conduct or guidelines for media and others involved in raising awareness
* Findings of research carried out among communities, groups and individuals concerning their ICH
* Websites and reports of a Ministry of Information and/or Ministry of Communication
* Websites, blogs, video logs and social media postings
* Social media groups and communities
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