



United Nations
Educational, Scientific and
Cultural Organization

Intangible
Cultural
Heritage

Use of the Emblem of the Convention for Safeguarding the Intangible Cultural Heritage under Patronage

PATRONAGE REPORTING FORM

This document is available at the following web address:

<http://www.unesco.org/culture/ich/en/forms/>

1. Name, venue, date and organizer of the activity:

“Peacock Variations...” An evening of dance, music and folk traditions
UNESCO House, Room I., 10 June 2013, 7 p.m.,
Organized by the Permanent Delegation of Hungary to UNESCO

2. What is the particular relevance of the activity to purposes and objectives the 2003 Convention and its compliance with the principles of the Convention?

The Gala Evening was organized on the occasion of the celebration of the 100th Anniversary of the Convention for the Safeguarding of Intangible Cultural Heritage. Hungary has been an active participant and promoter of Intangible Cultural Heritage ever since the inception of the Convention. The aim of the activity was to contribute to the worldwide celebrations of this special anniversary, as well as to promote and raise awareness about the Convention’s spirits and values.

Various Hungarian elements of the Representative List and a best practice was showcased to the audience. The winners of a well-known folk music and dance TV competition (“Fölszállott a páva”) were the main protagonists of the evening, thus receiving a very wide range of media presence, mainly in the Hungarian press (printed, radio, TV, Internet, social media).

3. Who were the audiences of the activity? (Please tick the five most relevant)

- UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
- Development agent (e.g. Intergovernmental Organizations, UN system)
- Policy maker (e.g. ministries, parliamentarians, local authorities)
- Civil Society (e.g. private persons, NGOs, companies)
- Scientists / researchers / academia
- Educators / teachers / trainers
- Youth / students
- Mass media
- Specialized media
- Other (please specify): Permanent Delegations and UNESCO Staff

4. Was there any media coverage for your activity? (Please specify the number of features)

<i>Type</i>	<i>Local</i>	<i>National</i>	<i>Regional</i>	<i>International</i>
Print	X	X		
Radio	X	X		
Television	X	X		
Internet	X	X	X	X

5. **How many people have been reached approximately through the communication about the activity?**

1300 people attended the Gala Evening.

Various Hungarian TV channels, radio, press broadcasted about the activity thus reaching a wide audience.

6. **What was the effect of your activity for the Convention's visibility?** (Please tick the two most relevant)

- The name and linked logo of UNESCO and the 2003 Convention were made visible to new audiences
- The purposes and objectives of the 2003 Convention were made known to new audiences
- The achievements of the 2003 Convention were promoted to new audiences
- UNESCO's publications (www.unesco.org/publishing) were promoted to new audiences

Please send this questionnaire to the Secretariat of the 2003 Convention, together with, if relevant, the following materials:

Information materials (especially those featuring the name or logo of the Convention for the Safeguarding of the Intangible Cultural Heritage), press clippings, radio recordings, television and video footage, statistics.

- **Invitation**
- **Program**
- **Poster**
- **UNESCO Calendrier**
-
- **UNESCO website:**
- <http://www.unesco.org/culture/ich/index.php?pg=00482&lg=en&activityID=00080>
- http://www.unesco.org/new/en/unesco/events/all-events/?tx_browser_pi1%5BshowUid%5D=20985&cHash=14c04cf021
- **UNESCO Hungarian National Commission's website:**
- <http://www.unesco.hu/kultura/pava-variociok-magyar>
- **Press:**
- <http://www.kormany.hu/hu/kulugyminiszterium/eu-ketoldali-kapcsolatokert-es-kulturalis-diplomaciaert-felelos-helyettes-allamtikarsag/hirek/prohlegergely-parizsi-latogatasa>
- <http://magyarhirlap.hu/parizsban-folszallott-a-pava>
- http://www.kulturpart.hu/folk/34835/pavavariociok_parizsban
- <http://www.vjm.hu/kultura/magyar-siker-parizsban/9451/>

- <http://www.kultography.hu/2013/06/11/az-unesco-szekhazaban-leptek-fel-a-folszallott-a-pava-gyoztese/>
- http://www.hirado.hu/Hirek/2013/05/19/19/Nemzetkozi_szellemi_kulturalis_oro_kseg_talalkozo_a_szentendre_i_Skanzenben.aspx
-
- **TV Reports in the main Daily News, on MTVA and Duna TV**
- http://www.dunatv.hu/folszallotta_pava_2012/videok?vid=764050
- http://videotar.mtv.hu/Videok/2013/06/10/10/Felszallott_a_Pava_Galam_sor_a_z_UNESCO_palotaban.aspx
- <http://videotar.mtv.hu/?k=Kult%C3%BAr%C3%A1nk+az+UNESCO-ban>
- <http://www.jttv.hu/lenyugoztek-parizsi-koezoenseget-magyar-neptancosok-0>

- **Facebook presence**