



CULTURAL MAPPING: An approach to Safeguarding Indigenous Fijians Intangible Cultural Heritage



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Synopsis of Presentation.

- **Introduction**
- **Development of a Safeguarding measure**
 - legislative & administrative measure
- **Implementation**
 - What is Cultural Mapping?
- **Programme Capability.**
- **Financial Contribution**
- **Challenges**
- **Implications of the CMP initiative on ICH safeguarding and management in Fiji.**
- **Concluding Remarks.**

INTRODUCTION



- Pacific cultures – entrenched uniqueness, diverse and overlapping ICH.
- ICH & Traditional knowledge.
- Fijian society – hierarchical with defined roles and responsibilities.
- Need for safeguarding – problems arising.

DEVELOPMENT OF SAFEGUARDING MEASURE.

- Pre- 2003 situation – safeguarding ICH/knowledge Fiji, less of a phenomenon in terms of policy and national planning.
- 2003 – Fiji’s adoption of the Model Law on TK & EC.
- Less familiarity with the 2003 Convention for safeguarding intangible cultural heritage.

INTERNAL LEGAL MEASURE.

- Drafting of national legislation on traditional knowledge and associated expressions.
- Fijian interpretation of the legislation serves two functions – 1] protect indigenous misappropriation; 2] targets the safeguarding of ICH for continuity.



DEVELOPMENT OF SAFEGUARDING MEASURE cont'd.

- ADMINISTRATIVE MEASURE.
- Preparatory work for monitoring and enforcement of ICH.
- Cultural Mapping serves three functions:
 - 1] identification and recognition of custodians of indigenous knowledge and associated expressions;
 - 2] research and documentation;
 - 3] map villages and provinces of existing specific ICH that exist and on the verge of disappearing.
- Core objectives of the Cultural Mapping Programme



IMPLEMENTATION.

- ***What is Cultural Mapping?***
 - Visitation of 15 provinces collecting all types of data.
- **Scope of research**
- **Pilot Testing**
- **Advocacy and Awareness**
- **Research Methodology**
- **Research Procedures and Standards**
- **Development of a Database System**



CULTURAL MAPPING PROGRAMME



PROGRAMME CAPABILITY

- ***How will the Cultural Mapping impact the Fijian Society generally?***
 - economic, social, cultural and education benefits.



CHALLENGES

- ❑ Funding obligations and constraints.
- ❑ Erosion of ethical principles that govern Fijian protocol and values such as *tabu* and *mana*.
- ❑ Loss of custodians.
- ❑ Integrity of information given by informants is sometimes questionable.
- ❑ Disputes within local community regarding information divulged.
- ❑ Monetary focus of Fijian. Show less enthusiasm if they see no economic benefit.
- ❑ State policy direction – economic development.

IMPLICATIONS OF CMP ON ICH SAFEGUARDING AND MANAGEMENT IN FIJI.

- Establishment of a repository for elements of ICH in Fiji.
- Establishment of the Living Human Treasures Programme.
 - recognition of ICH and their custodians.
 - 1st award presented at Vutia Village in the Province of Rewa.
- Identification and surveying of once unknown indigenous historical sites.
- Formulation of Cultural Research Policy for Fiji.
- Instigation of the “revival of once-endangered heritage workshops.
- Compulsory status of Fijian in the school curricula.
- Digitization of historical/heritage information.
- Development of women’s craft and their participation in cultural activities.



REVITALISATION ACTIVITIES.



CONCLUDING REMARKS

- Cultural Mapping – a strong foundation for the documentation and inventory making for ICH.
- Recommend that countries that pursue inventory making to use existing social structures and existing networks.

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