



United Nations  
Educational, Scientific and  
Cultural Organization

**Venice Office**  
Regional Bureau for Science  
and Culture in Europe



**SOFIA**  
REGIONAL CENTER  
FOR THE SAFEGUARDING  
OF THE INTANGIBLE  
CULTURE HERITAGE IN THE  
SOUTH-EASTERN EUROPE  
UNDER THE AUSPICES OF  
UNESCO



**REPUBLIC OF BULGARIA**  
**MINISTRY OF CULTURE**

## PROGRAMME OF THE SEMINAR

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# Seventh Annual Regional meeting on Intangible Cultural Heritage in South East Europe

*“New strategies for sustainable  
development, tourism and partnerships”*

**Sofia, Bulgaria, 27-28 May 2013**

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A meeting organized within the initiative



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## I. Background

The Convention for the Safeguarding of the Intangible Cultural Heritage came into force on 20 June 2006. It has been ratified at an unprecedented pace, the number of State Parties now amounting at 152 (three fifths of UNESCO's 193 Member States). The Convention's rapid entry into force is a testament to the international community's concern for safeguarding the world's living heritage, especially at a time of rapid socio-cultural change and international economic integration.

The promotion of intangible cultural heritage stands high among the political priorities in the South-East European region. All countries from the region have ratified the 2003 Convention.

Hence, annual meetings of the South-East European Experts Network on Intangible Cultural Heritage (Arbanassi, Bulgaria, June 2007; Safranbolu, Turkey, May 2008; Zagreb, Croatia, April 2009, Râmnicu-Vâlcea, Romania, May 2010; Belgrade, Serbia, May 2011; Athens, May 2012) have been organized to enhance a common understanding of opportunities and challenges linked to the safeguarding of the intangible cultural heritage in the region, such as: national inventory policies, the process of revitalization, the management of sustainable cultural tourism, the role and involvement of the local communities, the transnational dimension of intangible cultural heritage, as well as training and capacity-building.

The annual meetings serve as a regional platform for sharing knowledge and good practices, and stimulating a collective reflection on the safeguarding of intangible cultural heritage as a key asset of South-East European cultural diversity.

This meeting is also taking place within the new framework initiative entitled "Culture: a Bridge to Development" that has been included in the biennial Programme and Budget for 2012-2013 of UNESCO (36 C/5) – as approved by the General Conference of UNESCO at its 36th session (October-November 2011). The initiative aims at better promoting cultural heritage in all its forms as a powerful and unique tool for sustainable social, economic and human development, job-creation opportunities social cohesion, education and mutual understanding, thus bringing forth new opportunities for international cooperation. Building on the cohesive power of cultural heritage in all its forms and dimensions (tangible and intangible, movable and museums, documentary heritage), this meeting should therefore also aims at contributing to the enhancement of dialogue and cultural exchanges, develop innovative and creative approaches to the safeguarding and promotion of heritage and culture-sensitive development projects.

## II. Justification and relevance

During the sixth regional seminar organized in Greece in 2012, experts noted the progress achieved by the countries of the region in the field of the intangible cultural heritage safeguarding, including: the ratification of the 2003 Convention by all countries of the region; the establishment of the Category 2 Regional Centre for Intangible Cultural Heritage in Sofia, Bulgaria; the setting up of national agencies or departments focusing on intangible cultural heritage at the Ministries of Culture; the creation of national expert networks; the development of inventories; and the adoption of new laws in the light of the objectives set out in the 2003 Convention.

However, it was noted that many of the SEE countries still share some common difficulties in effectively implementing these safeguarding mechanisms, such as: production of quality awareness-raising, pedagogic and educational materials for youth on intangible cultural heritage, integration of intangible cultural heritage in school curricula and education systems, as well as in informal education programmes and activities, development of regional database for national inventories.

Beyond, the Athens meeting underlined the need to strengthen the cooperation with various public and private entities (such as ministries, foundations, banks, private organizations, NGOs, etc), develop ties with partners from the civil society and the private sector, in order to explore opportunities for ethical and

socially responsible co-financing models (grants, sponsorships, microcredit, etc), and promote shared experiences on the promotion of intangible cultural heritage as a driver for local sustainable development.

### III. Objectives

This 7<sup>th</sup> annual meeting in Greece will offer an opportunity to review and exchange comparative views on progress made in the implementation of the UNESCO Convention for the safeguarding of the Intangible Cultural Heritage( 2003) in South East European countries, and to present some cases of "best practices" in the region. The meeting will also allow experts to discuss, more specifically, the various ways of integrating intangible heritage in tourism and development policies, while fostering the responsible and ethical use of these living assets and forms of expressions. Finally, experts will discuss plans for capacity building, networking and training activities at regional level.

### IV. Topics of discussions

The seminar will address three major topics.

#### **Round-table 1: “Implementing the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage”**

The 2003 Convention (article 11) lays out the responsibility of the States at the national level, although in very broad terms: each State Party shall ‘take the necessary measures to ensure the safeguarding of the intangible cultural heritage present in its territory’. One main responsibility is to ‘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’.

At the institutional level, States Parties are also to create or support several kinds of organizations or offices, designate or establish one or more competent bodies with responsibility for safeguarding, foster the creation or strengthening of institutions for training in managing and transmitting intangible heritage, and establish institutions to support documentation for safeguarding.

Further, the Convention requires States to ‘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’. And finally, the Convention gives great importance to education, awareness-raising, and capacity-building aimed at ensuring ‘recognition of, respect for, and enhancement of the intangible cultural heritage in society’.

During this first session, participants will be therefore invited to give a presentation (15 minutes) on the implementation of the 2003 Convention in their respective countries, with special focus on the definition of legal and regulatory frameworks (general policies, legislations, inventories, digitization, consultative bodies, cooperation mechanisms, institutions, networks, etc.) as well as on the main activities for ICH safeguarding, including measures taken for awareness raising (educational programmes, media campaigns, and multimedia databases).

#### **Round-table 2:**

#### **“New strategies for sustainable development, tourism and partnerships”**

As a follow-up to the Athens 2012 seminar, participants will discuss ways and means to strengthen the cooperation with various public and private entities (such as ministries, foundations, banks, private organizations, NGOs, etc), develop ties with partners from the civil society and the private sector, in order to explore opportunities for ethical and socially responsible co-financing models (grants,

sponsorships, microcredit, etc), and promote shared experiences on the promotion of intangible cultural heritage as a driver for local sustainable development.

Indeed, intangible cultural heritage, embodied in those practices, expressions, knowledge, and skills recognised by communities and individuals as part of humanity's cultural legacy, has become a principal motivation for global travel. As tourists increasingly seek to engage with the international variety of performing arts, handicrafts, rituals, cuisines, and interpretations of nature and the universe, this heritage must be thoughtfully managed if it is to flourish in an increasingly globalised world.

This panel will present case studies and best practices from the public/private sector, the tourism industry and non-governmental organisations (NGOs) and describe ways of integrating this living heritage in tourism development while fostering the responsible use of these assets and forms of expressions, in order to bolster employment, alleviate poverty, curb rural flight migration, encourage product diversification, and nurture a sense of pride among communities and destinations.

### **Round-table 3: “Training and capacity-building: a needs assessment”**

This session will build on the discussions emanating from the last regional seminar (Athens, May 2012) general Assembly of the Sofia Regional Center (5th March 2013) and the various proposals for common action suggested on this occasion: common film project, national training seminars, conference on copyright and intangible cultural heritage, Eskishir as capital of Intangible Cultural Heritage 2013 (Turkey), Web information platform, etc.

## **V. Expected results**

- identify new forms of institutional cooperation, exchanges and partnerships between institutions within the region and beyond, with special focus on shared ICH, and on regional activities for training and capacity building;
- define follow-up activities to be supported and promoted in SEE in the afore-mentioned fields of action, and make recommendations to UNESCO in this regard.

## **VI. Participants**

The conference will comprise experts from: Albania; Bosnia and Herzegovina; Bulgaria, Croatia; Cyprus; Greece; Romania; Serbia; The former Yugoslav Republic of Macedonia, and Turkey.

## **VII. Working language**

English, Bulgarian

## **VIII. Place of the conference**

Grand Sofia Hotel  
1 Gurko str. 1000 Sofia, Bulgaria  
+359 2 811 0811

Web: <http://www.grandhotelsofia.bg/>

## IX. Interventions

Experts will be asked in session 1 to make a general presentation (15 minutes) on the national implementation status of the 2003 Convention. Power point presentation is encouraged.

Participants may want to share in advance a summary/outline of their intervention.

Other sessions will allow each expert to present her/his views and experience, outline challenges encountered, and make proposals for future actions. Besides their personal presentation, experts will be asked to participate in the discussions of all sessions, under the guidance of a moderator.

## X. Agenda

The final agenda will be finalized before the seminar and sent to the participants. Please inform the Secretariat if you need any specific audio-visual equipment for the presentation of films, slides and/or PowerPoint presentations.

## XI. Accommodation

UNESCO Venice Office will arrange for travel tickets and make hotel reservations for participants. The hotel chosen is

Transportation from the airport to the hotel and back will be arranged by the organisers.

Lunches and dinners for the duration of the meeting will be offered to the participants.

## XII. General Contacts

### Regional center for the safeguarding of the intangible culture heritage in the South-Eastern Europe

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## PROVISIONAL AGENDA OF THE SEMINAR

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### Sunday 26 May 2013

Arrival of participants

Transfer from Airport to Grand Hotel Sofia

20:00 Dinner-Bufferet at Grand Hotel Sofia

### Monday 27 May 2013

**Venue of meeting:** Grand Hotel Sofia

9:00 Registration of participants

9:15-9:45 **Opening addresses**

- Lyudmila Dimitrova, Chairperson of Executive Board, Sofia Regional Center for Intangible Cultural heritage
- Anthony Krause, Head of Culture Unit, UNESCO Venice Office

9h45-10:00

#### **Session 1**

#### **“Implementing the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage: progress, prospects and challenges”**

Introduced and moderated by Oli Grueva, Director, Sofia Regional Center for Intangible Cultural heritage in SEE

10:00-10.45

**Presentations** by representatives of Albania, Bosnia and Herzegovina, Bulgaria

10:45-11.00

**Questions and Answers**

11:00-11:15

*Coffee-break*

- 11:15-12.00      **Presentations** by representatives of Croatia, Cyprus, Greece
- 12:00-13.00      **Questions and Answers**
- 13.00-14.30      *Buffet- Lunch at Grand Hotel Sofia*
- 14.30-15.15      **Presentations** by representatives of Romania, Serbia
- 15.15-15.30      **Questions and Answers**
- 15.30-16.15      **Presentations** by The former Yugoslav Republic of Macedonia, Turkey
- 16.15-16.45      *Coffee break*
- 16.45-17.30      **Round-table Discussion**
- 18.00 -20.00      Sightseeing walking tour of Sofia with a guide
- 20.00              Dinner at Restaurant Crimea

## Tuesday 28 May 2013

- 9:30-9:45      **Session 2 – Roundtable discussion**  
**“New strategies for sustainable development, tourism and partnerships: best practices”**  
 Introduced and moderated by Matteo Rosati, Programme Officer, Culture Unit, UNESCO Venice Office
- 9:50-10:10      “Intangible cultural heritage and sustainable tourism: examples from Turkey” (Ahu Uçar Sever, Ministry of Culture and Tourism, Turkey)
- 10:10-10:30      “Local gastronomy and traditions, important tools for sustainable development in Transylvania” (Mihai Dragomir, Mioritics Association, Romania)
- 10:30-10:50      “Architectural Ethnographic Complex Etar- The living Bulgarian tradition” (Anguel Goev, Director of Etera Museum)
- 10:50-11:10      “Cultural Marketing and Tourist Information Centres: the Astra National Museum Complex” (Mirela Cretu, Director, ASTRA National Museum Complex, Sibiu, Romania)



11:15-11:45	<i>Coffee-break</i>
11:45-13:00	<b>Round-table discussion</b>
13:00-14:00	<i>Buffet-lunch at Grand Hotel Sofia</i>
14h00	<p><b><u>Session 3 – Round-table discussion</u></b></p> <p><b>“Capacity-building and training in South-East Europe: needs assessment and follow-up actions”</b></p> <p>Introduced and moderated by Anthony Krause, Head of Culture Unit, UNESCO Venice Office</p>
14:15-14:45	The Sofia Regional Center on intangible cultural heritage: report and update from the General Assembly of the Regional Center on proposals for action 2013-2014, by Mrs Oli Grueva, Director Sofia Regional Center for intangible cultural heritage in SEE (Bulgaria)
14:45-15:00	Perspectives for future regional cooperation in the field of documentary film and visual anthropology, by Sacha Sreckovic (Director Ethnographic Film Festival, Belgrade, Serbia) and Mirela Cretu (Director of the ASTRA National Museum Complex/Astra Film Studio, Romania)
15:00-16:30	<b>Round table discussion on follow-up common actions</b>
16h30-16h45	<b>Coffee break</b>
16:45-17:30	<b>Conclusion and closing remarks</b>
18:00- 20:00	Free
20:00	Dinner at Restaurant “Vodenitsata”

## **Wednesday 29 May 2013**

**Departure of participants**

**Transfers from Grand Sofia Hotel to Airport**

