



United Nations
Educational, Scientific and
Cultural Organization



Intangible
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**UNITED NATIONS EDUCATIONAL, SCIENTIFIC
AND CULTURAL ORGANIZATION**

CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

**INTERGOVERNMENTAL COMMITTEE FOR THE
SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE**

**Third Session
Istanbul, Turkey, 4 to 8 November 2008**

Item 7 of the Provisional Agenda: Draft operational directives on visibility

Summary

This document proposes draft operational directives on the visibility of the Convention.

Decision required : paragraph 4

1. The Convention pays particular attention to the need to increase awareness, particularly among younger generations, of the importance of intangible cultural heritage and its safeguarding. In this respect, its first Article indicates that the goals of the Convention are, inter alia, to safeguard the intangible cultural heritage and to raise awareness at the local, national and international levels of the importance of the intangible cultural heritage. [Article 7 \(a\)](#) provides that one of the functions of the Committee is to promote the objectives of the Convention.
2. Among the safeguarding measures proposed by the Convention, [Article 2.3](#) mentions the promotion and enhancement of intangible cultural heritage, while [Article 13 \(a\)](#) encourages States Parties to adopt a policy aimed at promoting the function of the intangible cultural heritage in society. [Article 14](#) details a number of awareness-raising activities to be undertaken by States Parties at the national level.
3. The Representative List of the Intangible Cultural Heritage of Humanity aims “to ensure better visibility of the intangible cultural heritage and awareness of its significance, and to encourage dialogue which respects cultural diversity” ([Article 16.1](#)). [Article 18](#) requests the Committee to disseminate programmes, projects and activities which it considers best reflect the principles and objectives of the Convention.
4. At its second session, the General Assembly adopted the Operational Directives for the implementation of the Convention, and requested the Committee to submit to it for approval, at its third session, additional directives concerning, inter alia, the visibility of the Convention (Resolution [2.GA 5](#)). The Committee may therefore wish to adopt the following decision:

DRAFT DECISION 3.COM 7

The Committee,

1. Having examined Document ITH/08/3.COM/CONF.203/7;
2. Recalling Resolution 2.GA 5;
3. Also recalling the articles of the Convention that directly or indirectly concern the promotion and visibility of the intangible cultural heritage, in particular its Preamble and Articles [1](#), [12](#), 13, 14 and 16;
4. Submits to the General Assembly for approval the draft directives concerning the visibility of the Convention, as annexed to the present decision.

Draft operational directives for the visibility of the Convention for the Safeguarding of the Intangible Cultural Heritage	
1.	States Parties are encouraged, in their respective countries, to raise awareness of civil society and the public of the multiple functions of intangible cultural heritage and the need to respect and safeguard this heritage, and to this end develop national and regional campaigns and strategies.
2.	To ensure better visibility of intangible cultural heritage at the international level, and to increase the awareness of its importance and the importance of its safeguarding, the Committee shall make use, inter alia, of the web site of the Convention. This web site shall give priority to:

	a)	Elements inscribed on the List of Urgent Safeguarding and the safeguarding measures undertaken for these elements;
	b)	Elements inscribed on the Representative List;
	c)	Programmes, projects and activities chosen by the Committee as best reflecting the principles and objectives of the Convention;
	d)	Decisions and resolutions of the statutory bodies of the Convention and their follow-up;
	e)	Other informational resources, including links to other local, national and regional web sites dedicated to intangible cultural heritage and its safeguarding.
3.		The Committee, through its Secretariat, shall assist States Parties in promotional and other activities aimed at raising awareness of intangible cultural heritage and its functions in society. These activities shall be carried out with the participation of the communities, groups and, where appropriate, individuals concerned, and in cooperation with competent organizations.
4.		In order to facilitate the exchange of information and experiences, the Committee, through its Secretariat, shall:
	a)	Publish newsletters, handbooks and works on specific topics that will be distributed directly to the public or through UNESCO networks, Permanent Delegations, National Commissions and relevant local, national and international organizations;
	b)	Publish educational material targeted to formal and non-formal education;
	c)	Develop a database to facilitate the compilation and diffusion of intangible cultural heritage activities and safeguarding measures.
5.		The Secretariat shall organize regular informational meetings at UNESCO Headquarters and elsewhere in the world, to provide information on intangible cultural heritage to States Parties and States non party to the Convention.
6.		According to the Committee's guidance, the Secretariat shall seek to establish cooperation links with national and international media to raise awareness and share the intangible cultural heritage in all its diversity.
7.		To contribute to the fullest possible visibility, the emblem of the Convention may be used in accordance with the principles established for this purpose, as laid out in paragraphs *** of these Operational Directives.