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CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

INTERGOVERNMENTAL COMMITTEE FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

Thirteenth session
Port Louis, Republic of Mauritius
26 November to 1 December 2018

Outreach and communication

Summary

Following the request by the Committee at its twelfth session ([Decision 12.COM 5.b](#)) and further to the comments of the General Assembly at its seventh session ([Resolution 7.GA 7](#)), this document presents to the Committee proposals for the further development of communication tools and actions, together with an update on the progress with the communication activities implemented from January to June 2018.

1. At its twelfth session, the Committee asked the Secretariat to regularly keep it and the General Assembly informed of updated progress with the communication- and outreach-related activities carried out by the Secretariat ([Decision 12.COM 5.b](#)). Subsequently, the General Assembly, at its seventh session, welcomed the Secretariat's initiative to develop an outreach and communication plan aimed at enhancing awareness about the safeguarding of intangible cultural heritage and the visibility of the Convention ([Resolution 7.GA 7](#)). The current document provides the Committee with an update on the progress with the communication activities implemented from January to June 2018, together with proposals for the further development of communications.

Communication and outreach activities implemented from January to June 2018

2. During the first half of 2018, the Secretariat undertook a diverse range of communication efforts towards the development of a more impactful communication for the 2003 Convention. A set of communication events were organized on the occasion of the seventh session of the General Assembly (4 to 6 June 2018, UNESCO Headquarters), under the global theme of 'Tell us your #livingheritage story'. States Parties to the Convention as well as a broad array of stakeholders attending the General Assembly, including various practitioners, heritage professionals, institutional partners and community members, took an active part in the events. In line with the objective to create an interactive community space within the General Assembly, the different actors were fully mobilized to convey the collective dynamics of intangible cultural heritage.
3. The main events included:
 - i) a [dialogue session](#) showcasing inspiring examples of safeguarding among the International Assistance projects from Colombia, Mali and Uganda, with the special participation of the communities of the jaguar shamans of Yuruparí (Colombia) and Basoga (Uganda);
 - ii) a [roundtable discussion](#) to promote the integration of intangible cultural heritage into formal and non-formal education, with a view to ensuring quality and relevance in education;
 - iii) a social media campaign advocating for the importance of safeguarding and the transmission of intangible cultural heritage to youth, which was complemented by a participatory [audiovisual exhibition](#) held on-site during the General Assembly; and
 - iv) an NGO networking zone that served as a platform for exchange and cooperation among civil society partners.
4. In collaboration with the Media relations and Web sections of the Division of Public Information, various media channels – web, press, and social media including Twitter, Facebook Live, etc. – were broadly utilized to maximize the media impact among the main stakeholders of the Convention, as well as among the larger public and youth. Youth, in particular, is considered as a crucial target group, being central to the issue of 'transmission'. Their engagement is essential to ensure that intangible cultural heritage remains relevant in today's world and that future generations can continue to benefit from the rich array of knowledge and practices. Four personal stories of youth talking about their living heritage experience were produced and distributed via social media with the hashtags #livingheritage and #intangibleheritage during the General Assembly.
5. During the reporting period, the Secretariat also provided substantive technical advice to Member States for the organization of this year's edition of Africa Week (21–25 May 2018) and Latin American and Caribbean Week (28–30 May 2018), which were dedicated to the theme of 'Intangible Cultural Heritage'. These annual events, organized at the UNESCO Headquarters by the Africa Group and the GRULAC Group, respectively, contributed to raising effective awareness for States' implementation of the Convention. In addition, progress has been made in developing a coherent visual identity for the 2003 Convention. Basic visual

guidelines are being prepared through the development of graphic templates, design features and color schemes for communication tools.

6. Following the present session, an update on the communication initiatives and actions to be undertaken during the period from July 2018 to June 2019 shall be provided to the Committee at its fourteenth session in 2019.

Proposed outreach and communication plan for 2018 – 2019

7. The following outreach and communication plan presents the objectives, target groups, main lines of action and implementation modalities for the plan, as well as some proposed pilot initiatives to be implemented from July 2018 to December 2019.
8. The overall objectives to be achieved through the implementation of the outreach and communication activities are:
 - i) to generate greater awareness of intangible cultural heritage;
 - ii) to enhance the understanding and importance of the safeguarding of intangible cultural heritage;
 - iii) to demonstrate the relevance of intangible cultural heritage in today's world;
 - iv) to promote the effective impact of the 2003 Convention and the international cooperation mechanisms it supports;
 - v) to establish positive media opinion and public relations on intangible cultural heritage;
 - vi) to develop new audiences, mobilize actors and build partnerships to further advocate for the safeguarding of intangible cultural heritage.
9. The main target groups for outreach and communication are the diverse stakeholders of the 2003 Convention. These include: States Parties and national institutions; existing and potential donors; institutional partners such as the accredited NGOs and category 2 centres; UNESCO Field Offices; heritage professionals; intangible cultural heritage practitioners, and the communities. The target scope is also gradually expanding to include the untapped audience of youth and the general public. These groups are all key audiences that shall benefit from the diverse tools and actions and, at the same time, may be considered as communication actors that will contribute to the implementation of the plan at the regional, national and local levels, further broadening and deepening the communication outreach.
10. The outreach and communication plan will be rolled out according to the following three main line of actions, through which concrete activities and outputs are achieved targeting specific audiences:
 - a. The '**Development and utilization of communication support tools**' relates to the use of the support tools required for the implementation of the outreach and communication activities. This includes the development of graphic and media guidelines as well as the enhancement of support tools such as the knowledge management system, the website and social media channels.
 - b. For the '**Production and dissemination of communication material**', the Secretariat will focus on establishing coherent communication and outreach materials produced in different formats (print, audio-visual and digital). Different audiences will be addressed with compelling and relevant messages, while certain topics and issues will be addressed as a priority, such as 'intangible cultural heritage in emergencies', the 'integration of intangible cultural heritage into education' or the 'contribution of intangible cultural heritage to the 2030 Agenda'. Certain materials will also illustrate the evolving impact of the Convention through the mechanisms of International Assistance and the Overall Results Framework for the Convention.
 - c. '**Organization of communication activities**' recognizes the importance of capitalizing on key strategic events to raise awareness and the understanding of intangible cultural

heritage and promote the importance of its safeguarding. The planned activities within these events would serve as pertinent and concrete communication channels and outlets to distribute the abovementioned communication tools and material. The range of communication activities proposed includes: discussion forums on current and critical issues related to intangible cultural heritage; dialogue sessions that enable practitioners and communities to share their safeguarding experiences; audiovisual exhibitions that showcase concrete safeguarding examples and activities; press conferences that promote positive media coverage and mobilize constructive media opinion; social media campaigns that reach out effectively to the general public and youth; and partner-engagement events, aligned with fundraising opportunities.

11. Based on these action points, the following pilot communication initiatives are proposed for 2018 to 2019:
 - i) The production of institutional videos that promote the key concepts of the Convention, such as 'safeguarding' and 'transmission', and emphasize the relevance of intangible cultural heritage in today's society. These materials, aimed at achieving a greater understanding of intangible cultural heritage, will be showcased during key events and will also be widely distributed, as a primary communication tool, to UNESCO Field Offices, National Commissions and category 2 centres, creating an important catalyst effect;
 - ii) Coordinated communication actions to raise awareness about intangible cultural heritage among organizations and stakeholders working on issues related to indigenous peoples. Through communication activities to be held during the eighteenth session of the United Nations Permanent Forum on Indigenous Issues (22 April – 3 May 2019, UN Headquarters) on the theme of 'Traditional knowledge: Generation, transmission and protection', the Secretariat intends to strengthen the synergies between the work of the Convention and that of indigenous peoples' organizations and the UN system in this area. As UNESCO will be the lead organization for the International Year of Indigenous Languages in 2019, the Secretariat will also explore possibilities for strategically contributing to the communication events, publications and campaigns organized in that context;
 - iii) The development of audio-visual documentaries on specific themes, such as intangible cultural heritage in emergencies or its contribution to sustainable development. For example, certain materials will be produced to illustrate intangible cultural heritage as a vital instrument for resilience, dialogue and social cohesion in the context of emergencies through impactful visuals. The documentaries could also demonstrate intangible cultural heritage as an enabler of the economic, social and environmental dimensions of sustainable development by documenting inspiring community-led projects.
12. The proposed plan will primarily guide and shape the development and implementation of communication actions for the Secretariat in the latter part of 2018 and throughout 2019. In fact, building strategic and effective communication for the 2003 Convention is expected to be a long-term investment and an ongoing work-in-process. With this in mind, the plan will be regularly updated and adjusted, in order to address the evolving challenge of safeguarding intangible cultural heritage in today's world and the diverse needs and aspirations of the wide range of actors involved, as well as to better accompany the experiences of the international community as regards the implementation of the 2003 Convention. The strategic objectives and priorities of the Organization will also be progressively introduced through the work of the Strategic Transformation Taskforce for UNESCO's Communication.
13. The outreach and communication activities will essentially require consistent implementation by the Secretariat of the Convention with the solid support of the Culture Sector's Partnerships, Communication and Meetings Unit and the Organization's Division of Public Information. The provision of the financial resources required to develop communication actions for 2018 to 2019 was approved by the Bureau ([Decision 13.COM 2.BUR 3](#)) under the Spending Plan for the use of 20 per cent of the resources of the Intangible Cultural Heritage Fund allocated to

‘Other functions of the Committee’. The resources will be effectively used to implement the outreach and communication plan, in alignment with Expected Result 4 of the Fund ‘Objectives of the Convention promoted through awareness-raising and outreach’.

14. In order to ensure constant and active implementation of the outreach and communication plan, the active engagement of the 2003 Convention stakeholders, as primary communication actors, is also crucial – namely, UNESCO Field Offices, States Parties and partner organizations, including accredited NGOs and category 2 centres – with a view to further widening and enriching the communication impact. In addition, States Parties will be supported through the proposed actions and tools in undertaking their national awareness-raising and outreach initiatives, set out as one of the five performance indicators in the 39 C/5 approved programme and budget under Major Programme IV’s Expected Result 6 for the 2003 Convention – PI 5: ‘Number of initiatives undertaken by supported Member States which have enhanced knowledge and understanding of intangible cultural heritage safeguarding and of the 2003 Convention’.