**CONVENTION FOR THE SAFEGUARDING OF THE   
INTANGIBLE CULTURAL HERITAGE**

**GENERAL ASSEMBLY OF THE STATES PARTIES TO THE CONVENTION**

**Seventh session**

**UNESCO Headquarters, Room II**

**4 to 6 June 2018**

**INFORMATIOn on communication and outreach for the 2003 COnvention**

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| **Summary**  At its twelfth session, the Intergovernmental Committee noted the development of communication and outreach tools with a view to enhancing the understanding and visibility of the Convention, and requested that the Secretariat regularly inform the Committee and the General Assembly ([Decision 12.COM 5.b](https://ich.unesco.org/en/Decisions/12.COM/5.b)) of progress in this regard. The present document reports on the communication- and outreach-related activities carried out by the Secretariat from January 2016 to December 2017. |

1. In June 2016, the Bureau approved the utilization of ‘Other functions of the Committee’ ([Decision 11.COM 2.BUR 1](https://ich.unesco.org/doc/src/ITH-16-11.COM_2.BUR-Decisions-EN.docx)) under the Intangible Cultural Heritage Fund, which includes activities to promote the objectives of the Convention through awareness-raising and outreach initiatives. With these resources in hand, the Secretariat initiated its work during the last biennium to establish a plan with a set of guiding principles to develop communication tools for the 2003 Convention, in collaboration with UNESCO’s Division of Public Information. At the twelfth session of the Committee (4-9 December 2017, Jeju Island), a briefing point was organized to present the initial reflections on this initiative to the Committee, during the examination of the Secretariat’s report on its activities (item 5.b). The Committee took positive note of this initiative, with a view to enhancing the understanding and visibility of the Convention, and requested that the Secretariat regularly inform the Committee and the General Assembly of progress made in this regard ([Decision 12.COM 5.b](https://ich.unesco.org/en/Decisions/12.COM/5.b)).
2. The outreach and communication activities initiated are meant to help the Secretariat and other Convention’s stakeholders to undertake consistent and coherent communications. They will notably support States Parties in their initiatives undertaken to enhance knowledge and understanding of the Convention, as set out in performance indicator 5 of Expected Result 6 in the approved 39 C/5.
3. A call for proposals was launched in September 2016 to identify a qualified company experienced in communications. The call was followed by a rigorous selection process from the fifty-five companies from twenty-eight countries that participated. As a result, Gyro, an international communications company, was selected. In early 2017, Gyro conducted multi-stakeholder consultations with UNESCO Field Offices, States Parties, donors, accredited NGOs, Category 2 Centres, national institutions, heritage professionals and community members. Around fifty relevant stakeholders were interviewed with a view to gaining diverse insights into the requirements and expectations regarding outreach activities for the Convention. Gyro also undertook an in-depth analysis of the existing communication tools of the 2003 Convention, which include the website, online news and publications. In September 2017, the company presented the proposals for the development of priority outreach tools, which are currently under review by the Secretariat.
4. One example of the concrete actions recommended by these proposals is to develop a coherent conceptual narrative for the 2003 Convention which will support future communication tools. Such tools are meant to target different audiences, while giving a direct voice to communities and their safeguarding efforts. A clear visual identity of the Convention is also being established through the development of visual guidelines consisting of basic graphic principles for communication tools.
5. As a pilot communication material, a short teaser clip[[1]](#footnote-1) on how intangible cultural heritage inspires youth, featuring the dynamic young participants of the tenth edition of the UNESCO Youth Forum (held in October 2017, at UNESCO Headquarters), was screened at the twelfth session of the Committee. Youth is acknowledged as a key target audience for future communication initiatives given its role to ensure that intangible cultural heritage remain relevant in modern society and that future generations continue to benefit from the rich array of related knowledge and practices. This clip was posted via social media with the hashtags #intangibleheritage and #12COM during the Committee meeting and was ranked as the most viewed video posted on UNESCO’s Facebook and Twitter for the month of December 2017, according to the [Monthly visibility report](http://unesdoc.unesco.org/images/0026/002611/261116M.pdf) (December 2017) published by UNESCO’s Division of Public Information.
6. A structured plan with concrete proposals for the further development of communication tools will be presented to the Committee at its thirteenth session, together with an update of progress on communication activities implemented throughout 2018. Further updates will also be provided at the eighth session of the General Assembly in 2020.

1. . <https://www.youtube.com/watch?v=UZS3dmOMXlQ> [↑](#footnote-ref-1)