**Overview and rationale**

|  |  |  |
| --- | --- | --- |
| **Indicator** | **17. Extent to which communities, groups and individuals participate widely in raising awareness about the importance of ICH and its safeguarding** | |
| **Assessment factors** | This indicator is assessed on the basis of five country-level factors monitored and reported by each State Party: | |
| * 1. Awareness-raising actions reflect the inclusive and widest possible participation of communities, groups and individuals concerned. | OD 101 |
| * 1. The free, prior, sustained and informed consent of communities, groups and individuals concerned is secured for conducting awareness-raising activities concerning specific elements of their intangible cultural heritage. | OD 101 |
| * 1. The rights of communities, groups and individuals and their moral and material interests are duly protected when raising awareness about their ICH. | OD 101(b),  OD 101(d),  OD 104,  OD 171  EP 7 |
| * 1. Youth are actively engaged in awareness-raising activities, including collecting and disseminating information about the intangible cultural heritage of their communities or groups. | Article 14(a)(i)  OD 107(f) |
| * 1. Communities, groups and individuals use information and communication technologies and all forms of media, in particular new media, for raising awareness of the importance of ICH and its safeguarding. |  |
| **Relation with SDGs and other indicators** | **Sustainable Development Goals:** This indicator supports SDG Target 11.4, ‘strengthen efforts to protect and safeguard the world’s cultural and natural heritage’ and contributes to SDG Target 16.7, ‘ensure responsive, inclusive, participatory and representative decision-making at all levels.’ Insofar as women make up an important part of communities, groups and individuals, it also supports SDG Target 5.b, which concerns the use of information and communication technology to promote the empowerment of women.  **Relation to other indicators:** As one of four indicators related to awareness raising, the present indicator complements Indicators 18-20. Here the focus is on the wide participation of communities, groups and individuals in such awareness-raising activities and the protection of their rights and interests. Indicator 18 focuses on the role of the media; Indicator 19 looks at the content and purpose of awareness-raising measures, and Indicator 20 is concerned with the manner in which such measures are carried out, particularly their conformity with relevant ethical principles. | |
| **Rationale for action** | One of the Convention’s four purposes is ‘to raise awareness at the local, national and international levels of the importance of the intangible cultural heritage, and of ensuring mutual appreciation thereof’ (Article 1(c)). Moreover, States are encouraged to ‘ensure recognition of, respect for, and enhancement of the intangible cultural heritage in society, in particular through: (i) educational, awareness-raising and information programmes, aimed at the general public, in particular young people’ (Article 14(a)). The Convention also calls for the widest possible participation in all safeguarding activities by ‘communities, groups and, where appropriate, individuals that create, maintain and transmit such heritage’ (Article 15). More detail as to how this can be achieved with regard to raising awareness is provided in Chapter IV of the Operational Directives, in particular ODs 100-117. This indicator points to how awareness-raising activities should be carried out – inclusively, with wide participation, and in conformity with relevant ethical principles. | |
| **Key terms** | * Communities, groups or, in some cases, individuals * Participation or involvement * Inclusive/inclusively * Free, prior, sustained and informed consent * Elements of ICH * Moral and material interests * Dissemination * Information and communication technologies (ICTs) | |

**Specific guidance on monitoring and periodic reporting**

|  |  |
| --- | --- |
| **Benefits of monitoring** | Monitoring this indicator can help a State to determine the extent to which awareness raising about the importance of ICH is being carried out in a manner that responds to the Convention and the Operational Directives. Monitoring can assess whether such activities enjoy the widest possible participation of communities, groups and individuals and whether such participation is inclusive and voluntary. It can also help ensure that young people are involved, and that the rights as well as the moral and material interests of communities, groups and individuals are fully protected. At the global level, monitoring can call attention to innovative actions and approaches in this area. |
| **Data sources and collection** | In many cases, an important data source may be a State’s responsible authorities in the fields of information, communication and media. If the State has a consultative body or coordination mechanism, it may include representatives of the media or others actively involved in raising awareness, and they can provide supplementary information. Assessment Factors 17.2 and 17.3 may refer to published codes or guidelines that set out the principles that should guide awareness-raising activities. Because of the public nature of most awareness raising, information will likely be readily available.  **Possible data sources**   * Publications, reports and collections of awareness-raising materials * Codes of conduct or guidelines for media and others involved in raising awareness * Legislative and policy instruments concerning intellectual property * Websites and reports of a Ministry of Information, Ministry of Communication, and/or Ministry of Youth * Websites, blogs, video logs and social media postings * Social media groups and communities |