

**The Third Governing Board Meeting of ICHCAP**

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| **Agenda for 3rd Governing Board Meeting** |
| 2014 Work Plan and Budget |

(Approved by 3r GB meeting, 20 September, 2013)

30 September 2013

Hotel Interciti, Daejeon, the Republic of Korea

ICHCAP

International Information and Networking Centre

for Intangible Cultural Heritage in the Asia and Pacific Region

under the auspices of UNESCO

**[Overview] Work Plan and Budget of 2014**

(Unit: million KRW)

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| Categories | Activities | Sub-activities | Budget |
| Identifying ICH Information in the Asia-Pacific | Identifying and Sharing Information on the Current Status of ICH Safeguarding in the Asia- Pacific | Collecting information on the current status of ICH safeguarding and analysing the collected information | 55 |
| Collecting Information and Building Archive on ICH | Developing website(s) and making CD/DVDs on ICH in Central Asia | 20 |
| Promoting Intellectual Property Rights Related to ICH Information Materials and Documentation | Developing manual on protecting intellectual property rights of ICH-related information materials | 40 |
| Sub-total | | **115** |
| Enhancing Cooperation for Building ICH Information System in the Asia-Pacific | Supporting ICH Identification and Documentation in Central Asia | - Publishing national ICH brochure  - Organising meeting on building a foundation for ICH information systems in Central Asia | 100 |
| Publication on ICH in the Asia-Pacific Region | - Publication of the Pacific ICH Book on Traditional Knowledge  - Publication of a Book Series on ICH | 70 |
| Producing ICH Video Documentation in the Asia-Pacific region | Producing ICH Video Documentation in Mongolia | 25 |
| Sub-total | | **195** |
| Establishing Cooperative Networks for ICH | UNESCO Policy Collaboration and Development of ICHCAP’s Strategy | - Participate in ICH-related meetings hosted by UNESCO, C2 Centres, Member States  - Studying Methodologies for establishing cooperative networks | 60 |
| Policy Development Cooperation in the Asian-Pacific region | - Sub-regional Network Meeting in South-East Asia  - North-East Asia ICH Expert Meeting | 65 |
| Building Networks with ICH Experts | - ICH Expert Meeting of the Asia-Pacific region  - Building National Cooperative Networks for ICH Stakeholders | 50 |
| Operating Governing Board Meeting | Fourth Governing Board Meeting | 25 |
| Sub-total | | **200** |
| Publication and Promoting ICH Visibility | Publication of the ICH Courier (quarterly newsletter) | Publication of the ICH Courier (quarterly newsletter) | 60 |
| Publication of UNESCO Books and Promotional Materials | - Publication of the UNESCO ICH Leaflet in Korean  - Publication of UNESCO ICH Books  - Production of promotion videos | 55 |
| Supporting Restoration and Digitisation of ICH | Supporting Restoration and Digitisation of ICH | 40 |
| Developing and Distributing ICH-Related Digital Contents | Developing and Distributing ICH-Related Digital Contents | 30 |
| Sub-total | | **185** |
| Management of ICH Database and Website | Construction of an integrated Information System for ICH within the Asia-Pacific Region | Construction of an integrated Information System for ICH within the Asia-Pacific Region | 50 |
| Sub-total | | **50** |
| Total | | | **745** |

**1. Identifying ICH Information in the Asia-Pacific**

**1.1 Identifying and Sharing Information on the Current Status of ICH Safeguarding in the Asia Pacific Region**

**1.1.1 Collecting Information on the Current Status of ICH Safeguarding and Analysing the Collected Information**

* Grounds: Agreement between the Government of the Republic of Korea and UNESCO [article 7.2.(b)]
* Purpose: Understand and analyse the current status of ICH safeguarding efforts in the Asia-Pacific Region
* Target: Five countries in the Asia-Pacific Region
* Contents: Collect basic information related to ICH safeguarding efforts in the Asia-Pacific region (system and policy, ICH inventory, relevant organisations, events, pending issues, etc.) in coordination with IRCI
* Supporting Bodies: National Commissions for UNESCO and ICH-related Institutions
* Budget: KRW 55 million
* Expected Results  
  Use collected information as basic data for dealing with tasks on ICH safeguarding in Member States

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| **Performance Indicators** | **Benchmark** |
| * Make reports of the five countries from 2013 * Provide an analysis of the 2009-2012 reports | * Make reports on more than three countries * Post an analysis of the 2009-2012 reports on the ICHCAP website |

**1.2 Collecting Information and Building Archive on ICH**

**1.2.1 Developing Website(s) and Making CD/DVDs on ICH in Central Asia**

* Grounds: Agreement between the Government of the Republic of Korea and the UNESCO [Article 7.2 (b)]
* Purpose: To collect information for ICH safeguarding in the Asia-Pacific and to establish system(s) for distributing the collected information
* Target: Countries in Central Asia and South Asia
* Contents: Collect and manage ICH-related multimedia materials, and build a archive(s) and produce contents on it (CD/DVD producing and website development)
* Organising Bodies: Governmental organisations and specialised institutions on ICH in each country
* Budget: KRW 20 million
* Expected Results

Prepare a foundation for building archive(s) and share ICH-related contents

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| **Performance Indicators** | **Benchmark** |
| * ICH-related contents secured * Foundation for building archive(s) prepared | * At least one ICH contents material developed * Consultation or evaluation meeting [1] by experts of archive organised |

**1.3 Promoting Intellectual Property Rights Related to ICH Information Materials and Documentation**

**1.3.1 Developing Manual on Protecting Intellectual Property Rights of ICH-Related Information Materials**

* Grounds: Agreement between the Government of the Republic of Korea and the UNESCO [Article 7.2 (b)]
* Purpose: Promoting intellectual property (IP) protection in the process of ICH information building and sharing
* Target: UNESCO, WIPO, and related organisations in the Asia-Pacific region
* Contents: Developing manual on protecting intellectual property rights of ICH-related information materials
* Organising Bodies: ICHCAP, NCCA (National Commission for Culture and the Arts), UNESCO, WIPO, and related organisations in the Asia-Pacific regionBudget: KRW 40 million
* Expected Results

Form a consensus on protecting intellectual property rights of ICH-related information materials and draw future tasks

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| **Performance Indicators** | **Benchmark** |
| * To provide a platform for discussing issues on protecting intellectual property rights of ICH-related information materials * To develop a IP manual for the Asia-Pacific region | * At least one expert meeting * Develop the draft manual |

**2. Enhancing Cooperation for Building ICH Information System in the Asia-Pacific**

**2.1 Supporting ICH Information Management in Central Asia**

* Grounds: Agreement between the Government of the Republic of Korea and the UNESCO [Article 7.2 (b)]
* Purpose: To collect information for ICH safeguarding in the Asia-Pacific and to establish system(s) for distributing the collected information
* Expected Results

Organise and manage ICH information by Central Asian countries

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| **Performance Indicators** | **Benchmark** |
| * Foundation for ICH information system in Central Asia developed * The second three-year project plan developed * Participation of Member States in Central Asia ensured | * Agreement on a collaborative project for building foundation for ICH information system (more than two countries) * Plan on the second three-year project * At least one experts from each countries |

**2.1.1 Publishing National ICH Brochure**

* Target: Countries in Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan)
* Contents: Prepare publishing national ICH list brochure in Central Asia
* Organising Bodies: Governmental organisations and specialised institutions on ICH in each country
* Budget: KRW 70 million

**2.1.2 Organising Meeting on Building ICH Information Management Systems in Central Asia**

* Target: Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan

*\*Inviting Turkmenistan and Afghanistan shall be considered*

* Contents: Evaluate the first three-year project (*Facilitating ICH Inventory-Making by Using Online Tools for ICH Safeguarding in the Central Asian Region*) and develop the plan on the second three-year project for ICH information systems
* Organising Bodies: Governmental organisations and specialised institutions on ICH in each country
* Budget: KRW 30 million

**2.2 Publication on ICH in the Asia-Pacific Region**

**2.2.1 Publication of the Pacific ICH Book on Traditional Knowledge**

* Grounds: The 4th Pacific Sub-regional Meeting outcomes, and the ROK-UNESCO Agreement regarding the Establishment of ICHCAP (Article 7.2.b.)
* Purpose: Strengthen the Pacific cooperative network through the joint project and supply information on Pacific traditional knowledge
* Contents
* Hold an editorial meeting on the joint publication project
* Publish *Traditional Wisdom of the Pacific Islands*
* Distribute to the book to the Member States, partner organisations, educational institutes, individual researchers, etc.
* Budget: KRW 65 million
* Expected Results

Enhance awareness on the importance and value of traditional knowledge in the Pacific

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| **Performance Indicators** | **Benchmark** |
| * Raise awareness and increase interest at international level * Promote the participation of local communities * Expand information on the Pacific ICH | * Distribute the publication at international events, such as UN-level conference * Include at least six elements from community interviews * Distribute to over ten related organisations such as an educational institutes |

**2.2.2 Publication of a Book Series on ICH**

* Purpose: Illuminate the value of traditional knowledge in regards to sustainable development of modern society
* Contents : Hold a planning meeting to publish the book series on traditional knowledge of the Asia-Pacific region
* Budget: KRW 5 million
* Expected Results

Promote collaborative relationship among participated organisations to progress the publication project

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| **Performance Indicators** | **Benchmark** |
| * Implement the meeting results | * Share meeting outcomes with over ten related organisation * Sign agreements for the book series publication with counterparts (the number of agreements) |

**2.3. Producing ICH Video Documentation in the Asia-Pacific Region**

* Grounds: Agreement between the Government of the Republic of Korea and the UNESCO [article 7.2.(b)]
* Purpose: Raising awareness and activate educational activities for the public by producing a professionally documented video that promotes ICH visibility in the Asia-Pacific region
* Target: Mongolia
* Contents: To conduct an expert meeting and to document selected ICH elements with the participation of the concerned community and filming experts
* Organising Bodies: ICHCAP, Mongolian National Commission for UNESCO, Ministry of Culture, Sports and Tourism in Mongolia (MCST), and Foundation for the Protection of Natural and Cultural Heritage in Mongolia (FPNCH)Budget: KRW 25 million
* Expected Results

Sharing information and techniques on ICH documentation among filming experts and promoting ICH visibility in the Asia-Pacific region

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| **Performance Indicators** | **Benchmark** |
| * To share ICH documentation techniques * To conduct a joint documentation project | * At least one expert meeting among filming experts * At least one ICH element documented |

**3. Establishing Cooperative Networks for ICH**

**3.1 UNESCO Policy Collaboration and Development of ICHCAP’s Strategy**

**3.1.1 Participate in ICH-related meetings hosted by UNESCO, C2 Centres, and Member States**

* Grounds: Agreement between the Government of the Republic of Korea and UNESCO [article 7.2.(d)]
* Purpose
* Develop the Centre’s strategy by understanding the international trends of safeguarding ICH in line with C5 of UNESCO
* Establish a mechanism for cooperation and information exchange among UNESCO, C2 Centres, and Member States
* Contents
* Participate in UNESCO-related conferences (Intergovernmental Committee, General Conference, etc.)
* Participate in meetings organised by C2 Centres and other relevant institutes of Member States
* Budget: KRW 50 million
* Expected Results

Close collaboration with International ICH stakeholders

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| **Performance Indicators** | **Benchmark** |
| * Participate in conferences and meetings * Analyse agenda for the meetings of UNESCO and C2 Centres | * UNESCO (3 times), C2 Centre (2 times), Member States (more than 4 times) * Analyse agenda(more than 5 times |

**3.1.2 Studying Methodologies for Establishing Cooperative Networks**

* Grounds: Agreement between the Government of the Republic of Korea and UNESCO [article 7.2. (d).]
* Purpose
* Develop Centre’s mid- and long-term cooperation strategies
* Strengthen effective collaboration mechanisms and communication with UENSCO and C2 Centres
* Contents
* Study methodologies for establishing C2 Centre cooperation (UNESCO-C2 C)
* Organise meetings to collect information of experts and Member States
* Budget: KRW 10 million
* Expected Results

Strengthen strategies through developing methodologies for effective networking

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| **Performance Indicators** | **Benchmark** |
| * Settle the direction for cooperation networks to develop mid-term international cooperation | * Report on international cooperation and network establishment of ICHCAP * Organise expert meetings (2 times) |

**3.2 Policy Development Cooperation in the Asian-Pacific Region**

**3.2.1 Sub-regional Network Meeting in South-East Asia**

* Grounds: Agreement between the Government of the Republic of Korea and UNESCO [article 7.4.]
* Purpose
* Strengthen regional cooperation through cooperative projects regarding ICH safeguarding in the South-East Asian region
* Targets: Experts, NGOs, Communities, and practitioners from eleven South-East Asian countries
* Contents
* Discuss detailed matters regarding the South-East Asia sub-regional network meeting for 2015 and cooperative projects of ICH Safeguarding
* Organising Bodies: UNESCO Bangkok Office and ASEAN Secretariat
* Budget: KRW 40 million
* Expected Results

Establish the foundation for regional cooperation for ICH Safeguarding in South-East Asia

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| **Performance Indicators** | **Benchmark** |
| * Participation of South-East Asian countries * Agreement of cooperative projects | * Participation of more than 10 South-East Asian countries * Sign an MOU for cooperative project * Co-host with South-East Asian country |

**3.2.2 North-East Asia ICH Expert Meeting**

* Grounds: Agreement between the Government of the Republic of Korea and UNESCO [article 7.2.(d)]
* Purpose
* Strengthen exchange and regional cooperation among ICH experts in the North-East Asian region
* Targets: ICH experts, NGOs, and communities from five countries of North-East Asia
* Contents
* Exchange main issues regarding the ICH safeguarding status of the sub-region and seek future collaborative methods
* Organising Bodies: UNESCO Bangkok Office, UNESCO Beijing Office, and C2 Centres of China and Japan
* Budget: 25 million KRW
* Expected Results

Establish the foundation for cooperation for ICH Safeguarding in North-East Asia

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| **Performance Indicators** | **Benchmark** |
| * Participation of North-East Asian countries * Establish cooperative environment for ICH * Participation of UNESCO and strengthen relationship | * Participation of more than 3 North-East Asian countries * Organise North East Asia ICH expert meeting * Co-host event with UNESCO regional offices |

**3.3 Building Networks with ICH Experts**

**3.3.1 ICH Expert Meeting of the Asia-Pacific Region**

* Grounds: Agreement between the Government of the Republic of Korea and UNESCO [article 7.2. (c)]
* Purpose
* Establish cooperative networks and exchange experiences, information, and knowledge among ICH experts of the Asia-Pacific region
* Targets: ICH experts, NGOs, communities and practitioners from the Asia-Pacific
* Contents
* Discuss main issues among policymakers and also exchange the experiences, information, and knowledge of ICH experts of the region
* Organising Bodies: UNESCO Bangkok Office  
  \* Developing a joint project with UNESCO under consideration
* Budget: KRW 40 million
* Expected Results

Enhance understanding of ICH among policy makers and experts and promote networking in the field

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| **Performance Indicators** | **Benchmark** |
| * Collect feedback regarding the organisation of meetings from the participants * Reflect the regional diversity within the Asia-Pacific * Strengthen participation in Centre’s projects | * Reflect ideas from surveys of participants * Arrange at least five sub-regions in the Asian-Pacific (participation of minimum seven countries, ten participants) * Involve in writing for ICH Courier |

**3.3.2 Building National Cooperative Networks for ICH Stakeholders**

* Grounds: Agreement between the Government of the Republic of Korea and UNESCO [article 7.1.], [article 7.2. (b)]
* Purpose
* Introduce the Centre’s activities and promote the 2003 Convention and build a cooperative network in Korea
* Targets: Communities, NGOs, and local government officials in the ICH field in Korea
* Contents
* Share information on ICH safeguarding and reinforce mutual cooperation
* Organising Bodies: Cultural Heritage Administration  
  \* Developing a joint workshop concerning the 2003 Convention with UNESCO under consideration
* Budget: KRW 10 million
* Expected Results

Understanding of international ICH safeguarding trends and policies among ICH stakeholders in domestic

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| **Performance Indicators** | **Benchmark** |
| * Strengthen cooperation with related institutes * Support local government’s ICH safeguarding projects | * Organise a seminar for ICH international cooperation (once) * Organise a seminar for ICH safeguarding and local development (once) |

**3.4 Operating the Fourth Governing Board Meeting**

**3.4.1 Fourth Governing Board Meeting**

* Grounds: Agreement between the government of Korea and UNESCO [article 8.]
* Purpose
* Decide matters related to the operation and work plan of ICHCAP
* Targets: Governing board members of ICHCAP and observers from C2 Centres in China (CRIHAP) and in Japan (IRCI)
* Contents
* Review and approve the 2013 audit report and the Centre’s activities and programmes in 2014
* Deliberate and approve ICHCAP’s annual work plan and budget for 2015
* Budget: KRW 25 million
* Expected Results

Successful organization of the Fourth Governing Board Meeting with productive discussion on the Centre’s operation and work plan

**4. Publication and Promoting ICH Visibility**

**4.1 Publication of the *ICH Courier* (Quarterly Newsletter)**

* Grounds: ROK-UNESCO Agreement regarding the Establishment of ICHCAP (Article 7.2.(b).)
* Purpose: Disseminate information on ICH safeguarding issues and promote safeguarding activities
* Contents : Publish and distribute *ICH Courier* Vols. 19 to 22
* Introduce an ICH expert column and cultural heritage by topic
* Distribute online and offline to related organisations, individuals, and the general public
* Budget: 60 million KRW
* Expected Results
* Promote ICH visibility and ICHCAP’s activities to the general public
* Share information and build networks among ICH-related organisations and experts

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| **Performance Indicators** | **Benchmark** |
| * Provide information to stakeholders through the newsletters * Provide downloading and e-mailing service to the public | * Publish quarterly and distribute 2,000 copies offline * Keep records of the 800 e-mailings and downloads |

**4.2 Publication of UNESCO Books and Promotional Materials**

**4.2.1 Publication of the UNESCO ICH Leaflet in Korean**

* Grounds: ROK-UNESCO Agreement regarding the Establishment of ICHCAP (Article 7.2.b.)
* Purpose: Publish the Korean leaflet introducing the newest elements inscribed on the UNESCO Lists
* Contents : Reproduction of ‘Intangible Cultural Heritage 2013’ in Korean
* Budget: KRW 60 million
* Expected Results

Raise the Korean public’s awareness and understanding of the elements inscribed on the UNESCO Lists

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| **Performance Indicators** | **Benchmark** |
| * Provide the newest information on the ICH elements inscribed on the UNESCO Lists | * Distribute offline at ICH-related events * Distribute to ICH communities, educational institutes, and others by post |

**4.2.2 Publication of UNESCO ICH Books in Korean**

* Grounds: ROK-UNESCO Agreement regarding the Establishment of ICHCAP (Article 7.2.b.)
* Purpose: Publish Korean books introducing the UNESCO ICH Convention and Lists
* Contents
* 2012-2013 List of Intangible Cultural Heritage in Need of Urgent safeguarding
* 2012-2012 Representative List of the Intangible Cultural Heritage of Humanity
* 2012-2013 Register of Best Safeguarding Practices
* Budget: KRW 35 million
* Expected Results

Raise the Korean public awareness and understanding of the elements inscribed on the UNESCO Lists

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| **Performance Indicators** | **Benchmark** |
| * Raise public understanding of the ICH Convention and the inscriptions * Collect feedback on the ICH books | * Distribute to over 100 organisations including ICH-related institutes, societies, communities, etc. * Conduct a survey on the distributed books |

**4.2.3 Production of ICHCAP Promotional Videos**

* Purpose: Introduce and promote ICHCAP activities to the public
* Contents : Produce a video clips introducing ICHCAP and promoting its activities
* Budget: KRW 14 million
* Expected Results

Raise awareness on ICHCAP and promote participation in its activities

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| **Performance Indicators** | **Benchmark** |
| * Promote ICHCAP and raise its visibility | * Show the video at ICHCAP certain events throughout the year * Post the video on over five pages online and track feedback through the number of shares and re-tweets. |

**4.3 Supporting Restoration and Digitisation of ICH**

* Grounds: ROK-UNESCO Agreement regarding the Establishment of ICHCAP (Article 7.2.a.)
* Purpose: Secure resources of superannuated and damaged ICH data and promote ICH visibility through restoration and digitisation
* Contents
* Publish promotional materials using the restored and digitised ICH data to raise public’s awareness
* Budget: KRW 40 million
* Expected Results: Improve the restoring and digitising skills of the target countries and enhance information activities

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| **Performance Indicators** | **Benchmark** |
| * Examine the current status of analogue data and restore ICH data * Documentation of digitalised data and produce PR materials | * Restore ICH data over 50 hours * One documentation of digitalised data * Produce one PR material and distribute to over 100 organisations including ICH-related institutes, societies, communities |

**4.4 Developing and Distributing ICH-Related Digital Contents**

* Grounds: ROK-UNESCO Agreement regarding the Establishment of ICHCAP (Article 7.2.(b).)
* Purpose: Raise public awareness, especially for younger generations, by developing and disseminating ICH-related digital contents
* Contents
* Progress campaign advertisement about Intangible Cultural Heritage
* Budget: KRW 30 million
* Expected Results: Raise public awareness among younger generations

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| **Performance Indicators** | **Benchmark** |
| * Raise public awareness among younger generations (satisfaction level, change in perception) | * Distribute contents in ten different ways * Conduct a survey on the contents |

**5. Management of ICH Database and Website**

**5.1 Construction of an integrated Information System for ICH within the Asia-Pacific Region**

* Grounds: Information Strategic Planning (ISP)
* Purpose:
* To enhance management functions of ICH Database
* To construct an information system platform for ICH
* Target:
* Contents:
* Enhancement of integrated ICH database’s managing functions
* Construction of ICH portal site for enhanced usability
* Construction of a database for ICH data collected from various countries
* Budget: KRW 50 million
* Expected Results:
* Construction of an information network for ICH
* Increased participation and cooperation from users and ICH researchers through the construction of an information system platform for ICH
* Increased efficiency in managing and organizing ICH data and potential uses
* Improvement in the centre’s reputation by conforming with UNESCO’s standards and requests in continually collecting, organizing, and servicing ICH resources

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| **Performance Indicators** | **Benchmark** |
| * Time spent organizing the centre’s ICH data * Time spent managing ICH database * Number of visitors to ICH portal * Number of page views to ICH portal | * Decrease in time spent organizing the centre’s ICH data * Number of entries to ICH database * Number of uses to ICH portal |

**6. Extra-budgetary Programmes**

**Extra-budgetary programmes in 2014 will proceeded from the early of the year of 2014, when the size of extra-budgets are allocated, in consultation with UNESCO, Ministry of Culture, Sports and Tourism, Cultural Heritage Administration of Korea.**