

Final Narrative Report

Project Title	Strengthening National Capacities for the Safeguarding of the Intangible Cultural Heritage
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Executing Agency	UNESCO
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Responsible Sector	Culture
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I. Summary and background

Guatemala ratified the Convention for the Safeguarding of the Intangible Cultural Heritage (the 2003 Convention) in 2006. In this regard, the country has carried out actions at the institutional level. In 2008, it created the Intangible Cultural Heritage Technical Management Department within the Ministry of Culture and Sports to follow up on the application of the 2003 Convention. At the legislative level, although Guatemala has a National Law on Cultural and Natural Heritage this Law dates to 1997, prior to the ratification of the 2003 Convention.

In 2012, an evaluation of the Convention's implementation in Guatemala highlighted the need to strengthen institutional and human capacities, national regulatory frameworks, the participation processes in decision-making and in mechanisms for the safeguarding of the intangible cultural heritage (ICH) on different levels.

In Guatemala, in addition to there being a small number of people trained at the national level, it is important to point out that decentralized institutions, such as the municipalities, lack effectiveness in applying the 2003 Convention. Local governments in Guatemala lack regulatory frameworks and human resources trained in following up on intangible cultural heritage. This is in addition to the scarce or non participation of the communities in ICH safeguarding and management mechanisms in the country. Therefore, it will be difficult to strengthen the effective application of the 2003 Convention and community participation in Guatemala without the active involvement of local governments.

In light of these conclusions, from 2013 to 2014 officials from the Guatemalan Ministry of Culture and Sports benefitted from an initial training session in the framework of the project *Strengthening National Capacities for the Safeguarding of the Intangible Cultural Heritage in Central America*. This first stage focused on strengthening institutional capacities in the application of the 2003 Convention at the national level.

Following this first stage, and thanks to the generous contribution of the Government of Azerbaijan to the Intangible Cultural Heritage Fund which was approved for this current project, this project's main objective is to contribute to the safeguarding of ICH in Guatemala, strengthening not only national capacities but also municipal capacities. Furthermore, it aims to reinforce the participation of the culture bearing communities in all the ICH safeguarding and management mechanisms: in the identification of elements, in the development of ICH inventories and safeguarding plans and in the design of public policies for ICH.

The aim of these activities is to achieve, among other things, that the benefitting communities understand better what ICH means and that they strengthen their capacities in drawing up inventories and safeguarding plans. In addition, the project will contribute specifically to examining the current state of ICH in the benefitting municipalities.

The municipalities selected for the implementation of the project were chosen according to the country's demographics, that is to say, the western and eastern regions. The main municipalities chosen are those from the departments of Chimaltenango and Chiquimula.

Six activities were planned in order to achieve the objectives set out in the project, all of which fall within the framework of the global capacity-building strategy for intangible cultural heritage developed by UNESCO since 2010. The activities were: a workshop on the application of the 2003 Convention at the national level; two training workshops on the drawing up of inventories with community participation, one for the municipalities of the west and the other for the municipalities of the east; two participatory pilot inventories, one in the western region and one in the eastern region; and a workshop on the preparation of safeguarding plans. To date, the six activities have been carried out as planned.

The direct beneficiaries are the municipal officials of the aforementioned regions, officials from the Ministry of Culture and Sports and representatives from the regions' civil society, academia and the communities who are custodians of the intangible cultural heritage.

The workshops were led by María Ismenia Toledo María, facilitator of the Network of

Facilitators of the 2003 Convention and Magdalena Ixquiactap, a national facilitator who has experience in local intangible cultural heritage.

The main partner and ally in the project's implementation has been the Intangible Cultural Heritage Technical Management Department (ICHTMD) of the Ministry of Culture and Sports (MCS) of Guatemala, whilst the UNESCO Office in Guatemala, in coordination with the Secretariat to the 2003 Convention in Paris, has been in charge of managing it. This body has been responsible in convening participants according to the previously defined profile. It has also been responsible for carrying out inter-agency agreements with the selected municipalities for the workshops on inventories and the fieldwork for the development of the pilot projects.

II. Description of project implementation

As previously mentioned, in order to achieve the objectives set a training strategy was developed which included three training workshops and two participatory pilot inventories.

1. Workshop on the application of the Convention for the Safeguarding of the Intangible Cultural Heritage on a national level

- ❖ **Date:** 3 to 7 April 2017
- ❖ **Location:** Guatemala City, Department of Guatemala
- ❖ **Participants:** 26, 13 of whom were women

Among the participating institutions and national governmental units were the Intangible Cultural Heritage Technical Management Department, the Department for the Registry of Cultural Property, the MCS Research Department, the Department for the Promotion of Tourism of the Guatemala Institute of Tourism; representatives of the municipal governments of Santo Tomás Chichicastenango, of Santa Cruz of the department of El Quiché; of San José Poaquil, Chimaltenango; of Esquipulas, Chiquimula; and of San Pedro Sacatepéquez, San Marcos.

In particular, it should be noted that among the bearers of ICH expressions were representatives from artisanal, oral tradition, ancestral spirituality and traditional music communities from nine municipalities.

The workshop allowed to update knowledge about the content of the 2003 Convention, the working mechanisms and intervention resources. The fundamental concepts of the Convention were also addressed, mainly the concept of intangible cultural heritage, the community and safeguarding, as well as the importance of the consensual participation of the communities in awareness-raising, safeguarding, identification and registration measures and inscriptions on the Lists. Furthermore, special mention was made in regard to international cooperation and to the important relationship between intangible cultural heritage and sustainable development. Finally, national public policy issues and their relationship with the 2003 Convention were raised.

The active and dynamic involvement of bearers of the intangible cultural heritage representing their communities, as well as the keen interest of all the participants to carry out endeavours aimed at inter-agency integration must be highlighted.

During the debates, several topics were brought up whose importance is worth underlining and whose content was linked to the following areas:

- ICH and sustainable development – participants had many doubts about these issues, recalling the difficulties already experienced in terms of economic, touristic or commercial management of environmental or territorial resources that do not benefit the resident indigenous communities.

- The role of young people in the safeguarding of ICH, due to some participants having believing that ancestral knowledge should lie exclusively in the hands of elders.
- The lack of sectorial agreement for the passing and implementation of the existing ICH safeguard policy and the necessary revision of the national cultural heritage legislation, in force since 1997, but differing slightly from the Convention's spirit.
- The need to follow up on workshop training activities and participants' subsequent accomplishments. The expectation that the workshop confers an official accreditation to participants so that they can carry out safeguarding activities in the communities.
- The relevance of tourism activities in relation to the safeguarding of ICH.
- The equivalence relation, or not, between the activities of the National ICH Registry of Guatemala (the National Declaration of the Intangible Cultural Heritage of Guatemala) and ICH inventory tasks as required by the Convention with the participation and consent of the communities who are not always involved in the process.
- The lack of information in the communities about the Convention and especially regarding the importance of obtaining their Prior, Free and Informed Consent, as well as the prominent role of communities in safeguarding ICH.
- The educational value of videos to understand the distinct content, as well as an illustrative resource of the different working units during the workshop.

2. Workshop on drawing up inventories for the safeguarding of ICH with community participation from the west

- ❖ **Date:** 5 to 11 June 2017
- ❖ **Location:** Guatemala City, Department of Guatemala and Santa Apolonia, Chimaltenango
- ❖ **Participants:** 26, 13 of whom were women

The theoretical part of the workshop was carried out in Guatemala City from 5 to 9 June and the practical part took place in the Municipality of Santa Apolonia, in the department of Chimaltenango, on 10 and 11 June 2017.

Participating were the Intangible Cultural Heritage Technical Management Department and municipal officials from eight municipalities (San José Poaquil, Santa Apolonia and Chimaltenango from the department of Chimaltenango; Jocotenango from the department of Sacatepéquez; Santo Tomás de Chichicastenango from the department of El Quiché; San Pedro Sacatepéquez from the department of San Marcos; and Quetzaltenango and Salcajá from the department of Quetzaltenango). In addition, members of academia (from the Rafael Landívar University and San Carlos de Guatemala University) and culture bearers from these municipalities took part.

The workshop aimed to sensitize participants at the same time as creating capacity for the preparation of community-based inventories. The theoretical part of the workshop allowed to update and upgrade skills and knowledge previously learnt, exchange experiences and boost community participation in safeguarding the ICH on a municipal level.

The practical part was carried out in the Municipality of Santa Apolonia, in the department of Chimaltenango. Participants had the opportunity to carry out participative observation exercises of different ICH manifestations, such as culinary techniques, *el Baile del Torito* (the dance of the little bull), weaving techniques, as well as techniques and know-how for pottery production.

3. Pilot inventory of Santa Apolonia pottery

- ❖ **Date:** July to August 2017
- ❖ **Location:** Santa Apolonia, department of Chimaltenango
- ❖ **Element:** **Santa Apolonia pottery**

Following the practical part of the workshop, the pilot inventory project's development was coordinated on the manifestation chosen by the community, that of the techniques and know-how for the production of Santa Apolonia pottery. This manifestation is carried out in different communities in the Municipality of Santa Apolonia.

i. Preparatory inter-agency coordination

With the aim of carrying out a pilot inventory in the Municipality of Santa Apolonia, preparatory meetings were held with the Intangible Cultural Heritage Technical Management Department of the Ministry of Culture and Sports and the Municipality of Santa Apolonia. The aim of these meetings was to organize the political-administrative coordination of these activities and necessary steps in order to carry out the intervention in the municipality. To do this, first of all an inter-agency team was set up, made up of municipal and national officials. This body was responsible for the previous coordination and the implementation of the pilot inventory project at the municipal level. The coordination was defined by means of an inter-agency agreement, in which the roles and commitments of each institution were defined.

Subsequently, Prior, Free and Informed Consent (PFIC) was carried out in the communities, an exercise that consisted in interviewing, taking photos and filming the pottery producing communities. To conduct these activities, the project considered buying audiovisual equipment (four photographic cameras, four video cameras and four voice recorders).

ii. Implementation of the pilot project

In order to carry out this process, a municipal agreement was required in which the Municipality of Santa Apolonia committed itself to conducting these activities, designating a team to follow up on and coordinate them. In this case, the Municipal Directorate for Women was appointed.

In the months of July and August, four groups made up of young people from the communities of Santa Apolonia and municipal officials from Santa Apolonia carried out fieldwork in eight artisanal communities. Information was gathered, mapped and registered on the different manufacturing techniques of the pottery and on sociocultural practices associated to it. Female potters from eight communities were interviewed.

The implementation of the project was accompanied by UNESCO facilitators, Magdalena Ixquiactap, as a national facilitator, who was present in person in the field, and María Ismenia Toledo, as an international facilitator, who consulted remotely.

The pilot inventory improved the understanding of intangible cultural heritage for the communities of Chimaltenango, particularly within the community of female artisanal potters in Santa Apolonia. Equally, it contributed to the strengthening of capacities in the Ministry's Intangible Cultural Heritage Technical Management Department, specifically with regards to the design, coordination and follow-up of the ICH pilot inventory project with the participation of the communities.

An achievement of this participatory exercise was the final report of the pilot inventory of Santa Apolonia's pottery production by the Ministry of Santa Apolonia. They submitted this report to the Ministry of Culture and Sports on 25 September, who aims to integrate it into the National Declaration of the Intangible Cultural Heritage of Guatemala. The Municipality of Santa Apolonia has continued to follow-up on the Intangible Cultural Heritage Technical

Management Department's requirements, with the object of inscribing the technique of Santa Apolonia's pottery production as part of the country's intangible heritage. This has resulted in ongoing meetings with the female potters in order to follow up on the pilot inventory project. To the same end, a laboratory sample of the clay with which the pottery is produced was carried out in order to check that the clay being used didn't contain hazardous ingredients, as is the case with lead.

The Intangible Cultural Heritage Technical Management Department has carried out the systematization of the process of drawing up inventories with the participation of the communities and aims to produce a guide to enable the methodology to be replicated in future. The final version of this guide will be sent to UNESCO.

4. Workshop on drawing up inventories for the safeguarding of ICH with the participation of the community from the east

- ❖ **Date:** 25 September to 1 October 2017
- ❖ **Location:** Esquipulas, department of Chiquimula
- ❖ **Participants:** 25, 11 whom were women

The theoretical and practical parts of this workshop were held in the Municipality of Esquipulas, Chiquimula.

National officials from the Intangible Cultural Heritage Technical Management Department of the Ministry of Culture and Sports and officials from the Guatemalan Institute for Tourism participated in the workshop. Officials from the Municipalities of Esquipulas and Jocotán also attended, as well as culture bearers from six municipalities from the eastern region; Zacapa and Estanzuela, of the department of Zacapa; from Esquipulas, Chiquimula; from Rabinal, Baja Verapaz; from San Juan del Obispo, Sacatepéquez; and from Livingston, Izabal.

The workshop's aim, like the activity carried out previously in Santa Apolonia, was to improve the understanding and the dimension of the meaning of intangible cultural heritage and to create capacities for the drawing up of inventories with the participation of these municipalities.

In this department, the manifestation of ICH called the 'Pilgrimage of the Black Christ of Esquipulas' (*La Romería del Cristo Negro de Esquipulas*) was declared Intangible Heritage of the Nation of Guatemala in 2015. However, this manifestation's inventory was not drawn up with the participation of the culture bearing communities and this is why it was chosen to carry out the pilot inventory.

❖ Pilot Inventory of the Celebration of Ninth of March of the Pilgrimage of the Black Christ of Esquipulas

- ❖ **Date:** October to November 2017
- ❖ **Location:** Esquipulas, department of Chiquimula
- ❖ **Element:** the Celebration of Ninth of March of the Pilgrimage of the Black Christ of Esquipulas

Upon completion of the workshop of community-based inventories in eastern Guatemala, the community selected an ICH manifestation, that of the Celebration of Ninth of March of the Pilgrimage of the Black Christ of Esquipulas, to be developed a pilot inventory project.

i. Preparatory inter-agency coordination

As in the case of Santa Apolonia, firstly an inter-agency team was made up of officials from the Municipality of Esquipulas and officials from the Intangible Cultural Heritage Technical Management Department of the Ministry of Culture and Sports and the bearers of the manifestation. This inter-agency team was officially integrated by means of an inter-agency agreement in which the roles and commitments of each institution were defined. This body

was responsible for coordinating the preparatory phase of the project.

Prior, Free and Informed Consent was carried out within the Community Council for Development in order to conduct the pilot inventory project. This exercise was carried out by means of interviewing, taking photos and filming the culture bearing community of the Pilgrimage of the Black Christ of Esquipulas. To conduct these activities, the project considered buying audiovisual equipment (four photographic cameras, four video cameras and four voice recorders), which was donated by the Municipality in order to finalize the inventory process.

ii. Implementation of the pilot project

Following the methodology implemented in the Municipality of Santa Apolonia, a Municipal Agreement was issued in which the Municipality of Esquipulas committed to providing support to develop the pilot inventory project. The Municipal Planning Office and the Unit for Local Economic Development and Municipal Tourism was appointed in the agreement to follow up and fulfil the objectives set in the inter-agency agreement for the implementation of the pilot inventory project.

During the months of October and November 2017, a group made up of eight people led by participants of the inventory workshops, among which officials, culture bearers and civil society organizations, gathered information on the Pilgrimage of the Black Christ of Esquipulas of Ninth of March by carrying out interviews, taking photos and filming. This team was also accompanied by the facilitators María Ismenia Toledo (remotely) and Magdalena Ixquiactap (in person), with whom they developed an information gathering methodology.

The process initiated two periodic meetings where the national facilitator led a group, providing them with the methodological tools to collect information. These meetings also allowed to consolidate the information-collecting strategy for the pilot inventory project for this manifestation. Next, a mapping process and registry of all the elements that made up the manifestation was carried out and this resulted in a map showing all the places in the municipality where the manifestation was represented. Subsequently, based on this information, a road map was established for the following stages: the questions for the interviews were defined and these were structured to identify the evolution of the manifestation and to determine the tangible and intangible elements linked to it. Furthermore, the locations of the interviews were chosen, as were the culture bearers to be interviewed.

Lastly, the fieldwork was carried out and ten culture bearing communities were interviewed, among whom: the brotherhood of the Devout of the Black Christ of Esquipulas; the Parish of Esquipulas; clergymen from the Church Santiago de los Caballeros en Esquipulas; the Parish of the community of Chortí; the brotherhood of Señor de Esquipulas; municipal artisans; members of the Esquipulas Chamber of Commerce trade-union; the Self-Management Tourism Committees (STC); the COOSAJO Cooperative; and pilgrims of the manifestation.

On 30 November 2017, the Municipality of Esquipulas delivered the final report with the information collected on the Pilgrimage of the Black Christ of Esquipulas to the Intangible Cultural Heritage Technical Management Department of the Ministry of Culture and Sports. A copy was given to the UNESCO Office in Guatemala. The Intangible Cultural Heritage Technical Management Department received the information and is currently studying it in order to update the inventory file for the Pilgrimage of the Black Christ of Esquipulas on Guatemala's Intangible Cultural Heritage inventory.

5. Workshop on the elaboration of safeguarding plans for intangible cultural heritage with the participation of communities

❖ **Date:** 25 to 27 April 2018

- ❖ **Location:** Guatemala City, Department of Guatemala
- ❖ **Participants:** 19, 8 of whom were women

This workshop closed the training process that began in 2017. One of the fundamental criteria of the workshop was that the participants had to have partaken in at least one of the previous training workshops. Due to the methodology defined by the facilitators, the quota was limited to 20 people.

Among attendees, the presence of officials from the Ministry of Culture and Sports, municipal officials, culture bearers and representatives from civil society organizations, academia and the private sector from the eastern and western regions of the country stands out.

The workshop's primary objective was to equip the participants with the knowledge and skills to prepare safeguarding plans for intangible cultural heritage with the participation of the communities.

The workshop included theoretical sessions and practical exercises that permitted the consolidation of knowledge with regard to the importance of management plans in the sustainability of intangible cultural heritage and with regard to the methodologies for the formulation of these mechanisms, which should be designed with the participation of the culture bearing communities.

In the closing discussions, the following issues were raised:

- The importance of community participation in designing and applying safeguarding plans for intangible cultural heritage in Guatemala.
- The importance of governmental political and private interests in safeguarding intangible cultural heritage.
- The need to continue capacity-building activities for the safeguarding of intangible cultural heritage, for governmental agencies, at all levels of government, and for communities.
- The lack of and the need for safeguarding plans for manifestations already declared as the nation's intangible cultural heritage.
- The need for the Government of Guatemala to continue its efforts in safeguarding intangible cultural heritage in all territories, as well involving local governments in this task.

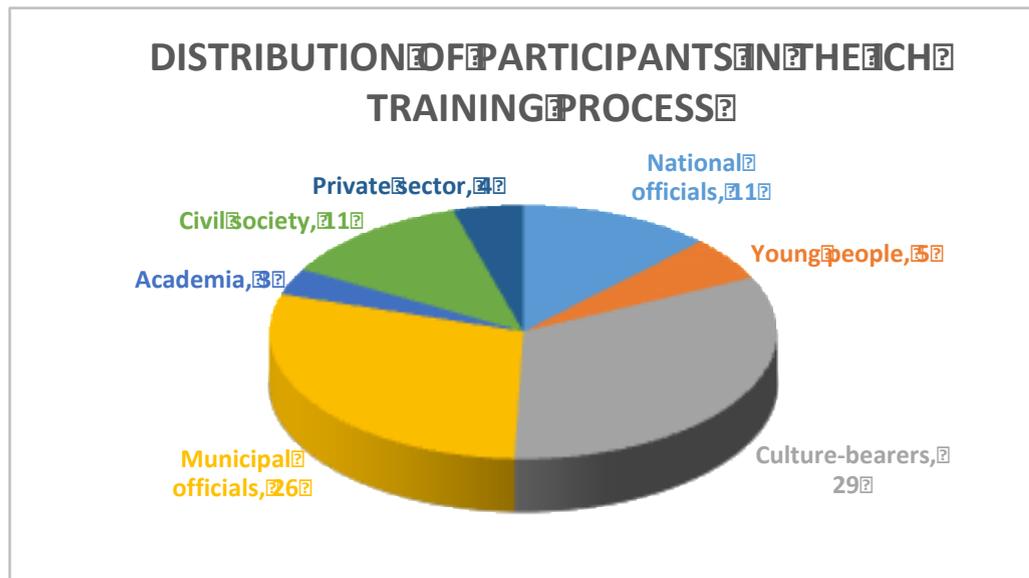
The evaluation carried out at the end of the workshop revealed that 95% of participants acquired the knowledge expected for the development of participatory safeguarding plans. The highest percentage of responses was on issues related to community participation, Prior, Free and Informed Consent, human rights and revitalization as a safeguarding measure. The areas to be strengthened are those relating to the role and responsibilities of the Government in the implementation of the 2003 Convention and its international assistance mechanism.

III. Progress towards results outcome

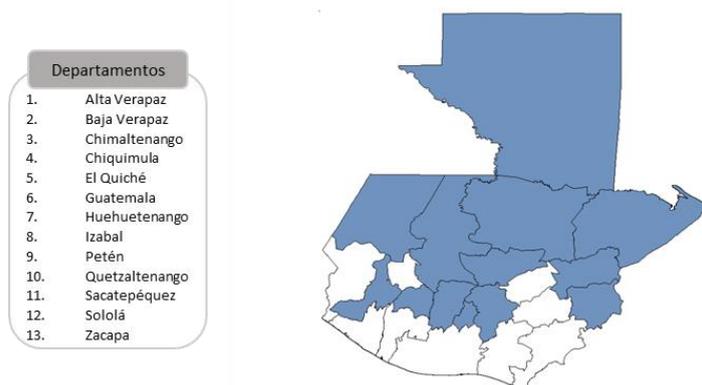
The results set out in the project document were achieved satisfactorily. The six planned activities were carried out: a workshop on the application of the 2003 Convention at the national level; two training workshops for the elaboration of community-based inventories, one for the western municipalities and the other for the eastern municipalities; two pilot community-based inventory projects, the Santa Apolonia pottery inventory in the eastern region and the Celebration of Ninth of March of the Pilgrimage of the Black Christ of Esquipulas in the western region and a workshop on the elaboration of safeguarding plans for intangible cultural heritage at the national level held in April 2018.

These activities enabled:

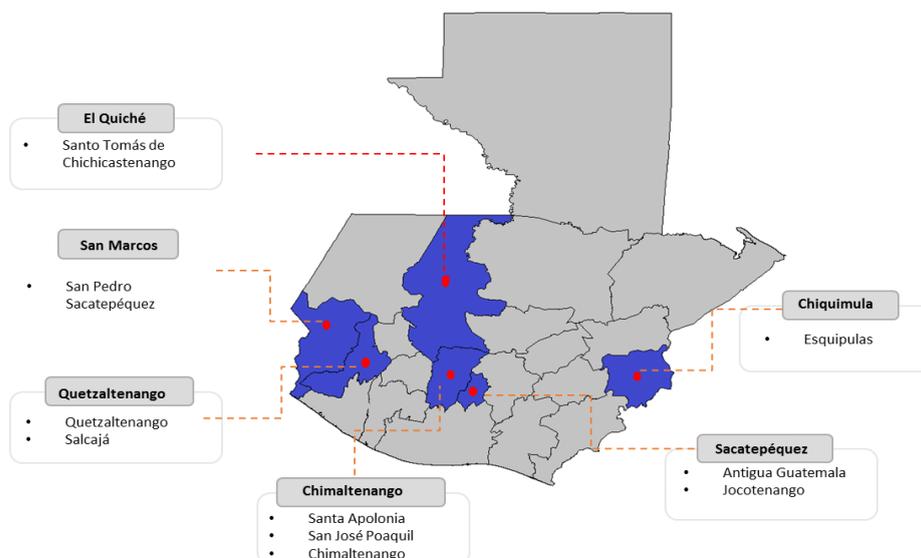
- The training of **89 people (42 people and 27 women)**, among whom the training of 26 municipal officials from 10 municipalities, 11 national officials and 29 culture bearers stand out stands out.
- The final evaluations revealed that participants gained knowledge as was expected on the concept of intangible cultural heritage, inventories, safeguarding plans and the importance of the community participation in safeguarding processes, from the identification of heritage to its management.



As can be seen in the following map, at least one person in 13 departments has been trained:



- The project also strengthened capacities for the effective application of the 2003 Convention of officials from 10 municipalities, in 6 departments (Chimaltenango, El Quiché, Chiquimula, Sacatepéquez, Quetzaltenango and Guatemala), especially in the identification, the management and the safeguarding of cultural intangible heritage.



- The national Guatemalan ICH inventory (National Declaration of the Intangible Cultural Heritage of Guatemala) was strengthened and updated. The element of Santa Apolonia pottery was identified and is in the process of being inscribed on the registry. The element of the Pilgrimage of the Black Christ of Esquipulas will be updated and its inventory will be registered in line with a participative methodology which it is currently following.
- Awareness about and recognition of the importance of the participation all of the actors involved in the identification and safeguarding of intangible cultural heritage manifestations was also achieved.
- Local identity was strengthened and, in the case of the western region, the acknowledgement of the religious values and cultural practices associated to the manifestation of the pilgrimage.
- Finally, awareness was raised about the tourist and migratory processes linked to the manifestation, about the objective of community development and the role of ICH in community life and dialogue.

Summary Table

<p>Overall goal of the project Contribute to the safeguarding of ICH in Guatemala, strengthening not only the capacities of the culture bearers, but also those of civil society and municipal organizations and public institutions – such as the Ministry of Culture and Sports – who work in the field of intangible cultural heritage.</p>	<p>Overall assessment: The capacities of national Government officials, municipal officials and ICH culture bearers have been strengthened, both in the application of the Convention for the Safeguarding of the Intangible Cultural Heritage (2003) and in the identification of ICH cultural manifestations, the elaboration of community-based inventories and safeguarding plans.</p>
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Expected Results	Performance Indicators (PI) and associated Target (T)/baselines (b)		Achievement(s)	Outputs contributing to expected results
	Programmed	Attained		
Title of Expected Result N° 1 Capacity building of national and municipal for safeguarding ICH	PI: Number of trained officials and decision-makers at the national level T/b: 14	11 officials	Although the number of national officials is less than the set target, this is due to the fact that in 2013 training was conducted at the national level and for this reason, the training of local officials was given priority. <ul style="list-style-type: none"> ➔ 11 officials from the Ministry of Culture and Sports and the Guatemalan Institute for Tourism were trained in the basic principles and mechanisms of the 2003 Convention. 8 of them were additionally trained in the preparation of community-based inventories and 6 in the preparation of safeguarding plans. ➔ 26 representatives from 10 municipalities were trained. 18 of them were trained in the preparation of community-based inventories and 6 in the preparation of safeguarding plans. 	Output 1: Organization of 3 capacity building workshops
	PI: Number of trained officials and decision-makers at the local level T/b: 9	26 officials		Output 2: 2 community-based pilot projects
Title of Expected Result N° 2 Capacities of community members strengthened to participate fully in creating intangible cultural heritage inventories	PI: Number of trained culture bearers and members of the community T/b: 19	29 bearers	14 culture bearers of 29 who participated in the workshops have been specifically trained in the preparation of community-based inventories. 8 pottery producing communities were visited for the preparation of pilot inventory for the <i>Santa Apolonia pottery</i> pilot inventory. An inventory form was carried out per community.	Output 1: Organization of two capacity building workshops on the preparation of community-based inventories.
	PI: Number of prepared inventory forms. T/b: 7	9 forms		For the pilot inventory of the Pilgrimage of the Black Christ of Esquipulas, 30 culture bearers from the community of Esquipulas were visited and interviewed. An inventory form was carried out by the community.

IV. Sustainability and exit/ transition strategy

The implementation strategy has allowed the involvement of several key actors in the safeguarding of intangible cultural heritage, from decision-makers, culture bearers, civil society, academia and youth. This synergy has laid the following foundations for the continuity of the project:

- The appropriation of the project by the municipalities. A focal point and a team have been appointed to continue activities to safeguard intangible cultural heritage in two municipalities. In the case of the Municipality of Santa Apolonia, the Municipal Directorate for Women; in the case of the Municipality of Esquipulas, the Municipal Planning Office.
- The design and systematization of a participative methodology for the elaboration of inventories. The methodology used in the pilot inventory projects has been systemized by the Ministry of Culture and Sports and is currently being analysed and revised. A copy of the outcome will be sent to UNESCO.
- An inter-agency mechanism between national and local bodies and culture bearers has been established in order to promote activities for the safeguarding of ICH in Guatemala. This process began with the coordination of preparatory activities in order to implement the capacity building project. The methodology consisted in forming an inter-agency team, made up of municipal and national officials and culture bearers. This body is responsible for the prior coordination and the implementation of the pilot inventory project at the national level. To legalize the coordination, an inter-agency agreement was created in which the roles and commitments of each institution and the participants were defined. Subsequently, in order to implement the pilot project and obtain municipal accompaniment, it became necessary to have a municipal agreement for both Santa Apolonia and Esquipulas, where they committed themselves to carrying out this activity, designating personnel and equipment for its follow up, coordination and the implementation of the activities. Through this inter-agency mechanism, a forthcoming meeting is scheduled with the Intangible Cultural Heritage Technical Management Department and the municipalities of Santa Apolonia and Esquipulas in order to draw up a work schedule to give continuity to safeguarding the traditional technique of pottery production in Santa Apolonia and the Pilgrimage of the Black Christ of Esquipulas of Ninth of March.
- The strengthening of technical human resources at the Intangible Cultural Heritage Technical Management Department of the Guatemalan Ministry of Culture and Sports will contribute to improving the application of the Convention for the Safeguarding of the Intangible Cultural Heritage at the national level and the training of municipal officials will reinforce the application of it at the local level. At the same time, the UNESCO Office in Guatemala will continue following up on the actions implemented through the capacity building project, looking ahead to the declaration of Santa Apolonia pottery as Intangible Heritage of the nation, the inclusion of the information collected into the inventory of the Pilgrimage of the Black Christ of Esquipulas and will continue working with other intangible cultural heritage manifestations that need support and guidance.

V. Visibility

1. Communication strategy: media and social networks

For each workshop, calls were made to the media with the aim of covering the inaugurations. For two workshops this was done by email and social networks. For the other

workshop, it was carried out in person by the Municipality of Esquipulas. This resulted in the dissemination of important information on safeguarding ICH and the actions that were being developed by UNESCO. The press releases were broadcast in the country's main print, television and radio media and their corresponding social media networks. The media interviewed the facilitators, the representatives of the Ministry of Culture and UNESCO who expanded on the information about the project and its activities.

In the same manner, the UNESCO Office published news on the website and on its social media channels of Facebook and Twitter on the development of the different workshops and the importance of the safeguarding of ICH. In the posts made on social media, other institutions such as UNESCO in Spanish and CRESPIAL, the Regional Centre for the Safeguarding of the Intangible Cultural Heritage of Latin America, were mentioned and tagged, who in turn shared the information with their followers.

Communication material

Printed communication materials were made, such as a banner with the name of the project and another on the application of the 2003 Convention, both of which state the name of the donor. In addition, UNESCO also has a banner which states its line of action on heritage and highlights the importance of safeguarding intangible cultural heritage.

As part of the materials for participants, typical bags were also made with the name of the project, the logos of UNESCO and the Convention and financial support from the donor. Name tags and brochure were also made for the participants and facilitators with logos, information about the donor country, the names of the workshops and diplomas with the above information.

UNESCO also made three short videos that summarize the project: the preparation of inventories for the safeguarding of the intangible cultural heritage with community participation in the western and eastern regions; and the workshop on the preparation of safeguarding plans. These videos were disseminated on social media and on the UNESCO Office in Guatemala's website.

Finally, UNESCO made a promotional brochure on the results of the project in English, Spanish and French. This brochure will be presented at the thirteenth meeting of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage that will take place in Port Louis, Mauritius from 26 November to 1 December 2018.

VI. Challenges and lessons learnt

One of the main challenges has been the delay in the start of activities due to a longer than expected project installation phase which was necessary to ensure proper coordination with local authorities.

Following the focus of this project, the involvement and commitment of local governments has been key to its execution. In this sense, coordination at the national and local levels has required additional effort. Since the approval of funds by the Intergovernmental Committee at 9.COM, the design and elaboration of the project document was coordinated with the Secretariat of the 2003 Convention. At the same time, inter-agency coordination with national authorities was ensured, specifically with Intangible Cultural Heritage Technical Management Department (ICHTMD) of the Guatemalan Ministry of Culture and Sports (MCS). In 2016, the coordination work was interrupted by the change of government. Due to this change, it was necessary to start again with the new authorities and readjust the project's implementation strategy. It is for these reasons that the project only began at the start of 2017.

As for the pilot inventories, the inter-agency coordination between the national and local authorities also was a challenge, as it required logistics and coordination in parallel that

obligated advance planning. At this stage it was essential to define the objective of the exercise and the roles of each institution at all levels (of the Ministry of Culture and Sports, municipalities, community team) so that the pilot inventory could be carried out on time.

Also, the presence of participants from different ethnic backgrounds (Garífunas, Mayas, Ladinos) constituted a challenge in terms of contextualizing the content of the workshop to the various forms of communication and cultural understanding. During the implementation of the workshops, this cultural diversity contributed to the realization of the content as examples of their ICH were used as inputs to exercise the application of the methodological tools. These exercises made it possible to visualize various manifestations of ICH present in the communities that are often not made visible. Furthermore, it enabled the understanding that the use and function of ICH has for the communities and the misrepresentation that the market or tourism makes of them. Finally, in this context, it is important to point out the need to adapt materials to the language and context of the communities with which we work in order to achieve better understanding. Although in many cases there are no bilingual indigenous people (Spanish and their maternal language), it is important to provide a translator for the theoretical and practical phases where there may be members of monolingual communities.

As final recommendations, one could mention the need to follow up on this training, especially its implementation at the national and municipal levels, and to continue with awareness-raising and information activities for Guatemalan society about the role of the intangible cultural heritage as an agent of dialogue and tolerance. The creation of interdisciplinary and inter-agency communication and exchange networks should also be promoted between participants in order to enable initiatives for the benefit of intangible cultural heritage on a municipal, regional and national level. In addition, they should promote spaces for reflection on national regulations and policies concerning the safeguarding of this heritage.

Finally, local and national governments should be invited to continue safeguarding efforts through the international assistance offered by the 2003 Convention.