



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

NGO Review of Accreditation

ICH-08 Report – Form

REPORT BY A NON-GOVERNMENTAL ORGANIZATION ACCREDITED TO ACT IN AN ADVISORY CAPACITY TO THE COMMITTEE ON ITS CONTRIBUTION TO THE IMPLEMENTATION OF THE CONVENTION

**DEADLINE 15 FEBRUARY 2019
FOR EXAMINATION IN 2019**

File may be downloaded at:
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Please provide only the information requested below. Annexes or other additional materials cannot be accepted.

A. Identification of the organization

A.1. Name of the organization submitting this report

A.1.a. Provide the full official name of the organization in its original language, as it appears on the official documents.

Artesol – Artesanato Solidário

A.1.b. Name of the organization in English and/or French.

Artesol – Solidary Crafts

A.1.c. Accreditation number of the organization (as indicated in all previous correspondence: NGO-90XXX)

NGO - 90168

A.2. Address of the organization

Provide the complete postal address of the organization, as well as additional contact information such as its telephone number, email address, website, etc. This should be the postal address where the organization carries out its business, regardless of where it may be legally domiciled. In the case of internationally active organizations, please provide the address of the headquarters.

Organization: Artesol – Artesanato Solidário

Address: Rua Pamplona, 1005 – 4^o floor
Zip Code 01405-001

Jd. Paulista
São Paulo /SP
Brazil

Telephone number: + 55 11 30828681

Email address: Institucional@artesol.org.br

Website: www.artesol.org.br

Other relevant
information:

A.3. Contact person for correspondence

Provide the complete name, address and other contact information of the person responsible for correspondence concerning this report.

Title (Ms/Mr, etc.): Ms.

Family name: Masson

Given name: Josiane

Institution/position: Executive Officer

Address: Rua Pamplona, 1005 – 4^o floor

Telephone number: + 55 11 30828681

Email address: jmasson@artesol.org.br

Other relevant
information:

B. Contribution of the organization to the implementation of the Convention at the national level (Chapter III of the Convention)¹

Distinguish between completed activities and ongoing activities. If you have not contributed, this should be indicated. Also describe any obstacles or difficulties that your organization may have encountered in such participation.

B.1. *Describe your organization's participation in State efforts to develop and implement measures to strengthen institutional capacities for safeguarding intangible cultural heritage (ICH) (Article 13 and Operational Directive (OD) 154), e.g. in the drafting of ICH-related policies or legislation, in the establishment of national ICH committees or in other government-led processes.*

Not to exceed 250 words

In 2018, Artesol completed 20 years of work in tune with policies to safeguard ICH in Brazil and UNESCO. Its work has contributed for the continuity of traditional art craft practices, the betterment of the artisans' quality of life and self-esteem, as well as the strengthening of communities which possess such essential knowledge in the construction of the social Brazilian identity.

For the last 4 years, Artesol has promoted reflections for the creation of initiatives in the productive chain of cultural art craft, stimulating its practice within fair trade and environmentally sustainable activities. Through constant dialogue with the Ministry of Culture and the Brazilian Art Craft Program (PAB) – coordinated by the Ministry of Development, Industry and International Commerce. Artesol has taken part of forums, seminars and execution of projects whenever possible, be it in the advertising or promotion actions.

In 2015, the organization supported the achievement of the bill nº 13.180, which recognizes the artisan profession and establishes guidelines for public policies promoting the practice of art craft, published in "Living Heritage is our Future - Global ICH Cases and Practices", produced by Inter-City Intangible Cultural Cooperation Network (ICCN), NGO accredited by UNESCO.

In 2017, Artesol collaborated with the elaboration and propagation of the guidelines for the New Conceptual Basis for the Brazilian Art Craft, which helps to create public policies in the development of small businesses of the "Better Brazil Plan" (Plano Brasil Maior), based on local opportunities and vocation. The document provides more harmonious and solid structures for the inclusive and sustainable development of art craft in Brazil.

20 year anniversary video: <https://www.youtube.com/watch?v=OuK4SO2e8f>

B.2. *Describe your organization's cooperation with competent governmental bodies for the safeguarding of intangible cultural heritage (Article 13), including existing institutions for training on and the documentation of ICH (OD 154).*

Not to exceed 250 words

Artesol has been close to the Immaterial Heritage Department / IPHAN, responsible for the implementation of the ICH Convention in Brazil, collaborating for the reinforcement and complementation of initiatives to safeguard traditional Brazilian art craft, including those officially declared as cultural heritage.

Among the various actions of these knowledges wide advertisement and valuing of artisans in society, two specific projects stand out:

1. The open-access online database Artesol Network, which compiles information and divulgation, reinforcing the immaterial dimension of cultural art craft produced in the

¹. In case your organization operates in several States, please indicate clearly which State or States are concerned by your answers when filling in parts B, C and E.

country. The portal, which has become a reference for the sector, gathers content that integrates knowledges and artisanal practices with social inclusion, economic development, biodiversity preservation, and the connection of these elements with our contemporary times. (www.artesol.org.br)

2. The Artesol Festival, which celebrated national traditional art craft's diversity through an exhibit of over 300 works presented in thematic galleries, divided by element in relation to biomes in the Brazilian territory; a two day seminar open to the general public with 7 panels gathering 13 artisans and 26 specialists, 2 month programme with 28 workshops experimenting traditional artisanal techniques and a 4-day commerce fair with 10 groups. Seminar videos and further content may be accessed at: www.festival.artesol.org.br

Both projects enabled the approaching of the public with artisans and their communities, which guard sacred and ludic references and different indigenous, African, and European peoples' memories that have influenced the formation of the Brazilian culture.

- B.3.** *Describe your organization's involvement in or contribution to the drafting of the State's Periodic Report (OD 152).*

Not to exceed 250 words

Artesol has not had any direct involvement in the elaboration of state's reports yet.

- B.4** *Describe your organization's participation in the preparation of nominations to the Urgent Safeguarding List or Representative List, requests for International Assistance or proposals of Good Safeguarding Practices.*

Not to exceed 250 words

In March 2015, in partnership with DPI/IPHAN, Artesol executed the submission of a dossier for UNESCO, focusing on the period in which Artesol's methodology for traditional art craft safeguard was created and consolidated (1998-2008), a product of the work in locus of more than 100 projects carried out in 17 of the 26 Brazilian states.

In July 2015, Artesol was informed by DPI that its candidacy had not been included among the 50 priority proposals to be analyzed in the 2016 cycle, having its assessment scheduled for 2017. According to the UNESCO's report, the reason for the proposal's inclusion in the 2016-2017 biennial due to the great number candidacies presented by the countries, which led to the establishment of priority criteria.

In November 2015, adjustments were made to adequate the dossier to the new forms and represent the candidacy for the 2016-2017 biennial. On that occasion, the Immaterial Heritage Department (DPI) requested textual alterations, however, given the hectic political scenario in the country, the Ministry of Culture and its various departments went through significant changes that prevented the process from continuing. In the end of 2018, this dialogue was resumed with the current DPI Director (Hermano Queiroz), who informed Artesol about IPHAN's interest in representing the candidacy.

Therefore, Artesol is capable of both elaborating a candidacy and keeping a good relationship with the State.

- B.5.** *Describe your organization's participation in the identification, definition (Article 11.b) and inventorying of ICH (Article 12, OD 80 and OD 153). Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.*

Not to exceed 250 words

Since 2017, Artesol has had a Technical Consulting Council, presided by Professor Dr. Antonio A. Arantes. The 8 counselors are specialists linked to the cultural field in general, and some of them have deep knowledge and practice in the cultural art craft and traditional communities spectrum. This Council has contributed for Artesol to keep having technical and ethical

excellency, proving knowledge for human and technical development of the artisans, as well as a market niche that strengthens safeguarding actions.

ARTESOL NETWORK (since 2016) – mapping, information, production of content, promotion of the sector through a lively modern online platform, connecting and articulating associations, masters, artisans, supporting institutions, governmental programs, retailers, consumers, and the Brazilian society with this national cultural expression. 134 artisan groups, 54 retailers, and 24 organizations take part of the network. (www.artesol.org.br)

ARTIZ (since 2016) modern and qualifies space for business, focusing on raising the public's awareness that the artisanal practice generates jobs and income for traditional communities. An initiative to strengthen and amplify commerce, following guidelines for fair trade, re-signifying traditional art craft and contemporary innovations. The project benefits 60 groups from 24 Brazilian states.

ARTESOL FESTIVAL Festival (2018) – (see B2) exhibit, seminar, workshops, and commerce fair. Programme that generated debates on the challenges to safeguard ICH and recognize artisans as protagonists in preservation and the continuity of traditional artisanal practices, often imperiled. The exhibit displayed the most significant expressions from the 5 Brazilian regions, contextualized in the cultural, social, economic, and environmental spheres and had over 7 thousand visitors. 240 people participated in the braiding, lace, embroidery, indigenous graphism, weaving, and toys workshops, and the fair traded US\$18000.

B.6. *Describe your organization's participation in other safeguarding measures, including those referred to in Article 13 and OD 153, aimed at:*

- a. promoting the function of ICH in society;*
- b. fostering scientific, technical and artistic studies with a view to effective safeguarding;*
- c. facilitating, to the extent possible, access to information relating to ICH while respecting customary practices governing access to specific aspects of it.*

Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals when participating in such measures.

Not to exceed 250 words

Artesol has as its purpose to invest in the promotion of the Immaterial cultural heritage dimension present in the making of traditional art craft. Its operation is aligned with the Brazilian Immaterial Heritage National Program, instituted by the bill n°3.551.

The institutional activities support and promote a network of partners to potentialize the valuing, preservation, and amplification of artisanal goods and practices that encompass the Brazilian cultural heritage within its diversity of typologies. Besides, another impact work generated by its projects is the promotion of social inclusion and betterment of artisans' life condition in the whole national territory.

The items below can be confirmed by the 3 aforementioned projects (see item B.5.)

- Identification and studies on popular artisans, masters, artists and productive groups;
- Survey of qualified data, organization of data, and promotion of knowledges on the art craft universe for the Brazilian society and the world;
- Promotion of the importance of safeguarding the Immaterial Cultural Heritage for the strengthening of the Brazilian society's formation and identity;
- Valuing of knowledges' holders and artisanal practices, supporting social and material conditions for their continuity;
- Qualification of artisans, aiming at their human and technical development, as well as their communities', seeking the improvement of production conditions and circulation of these cultural goods.
- Supporting the commerce of artisanal objects of cultural tradition within a perspective of

environmental preservation, fair trade, and protection of singular cultural contexts.

B.7. *Describe your organization's involvement in measures to ensure greater recognition of, respect for and enhancement of ICH, in particular those referred to in Article 14, ODs 105 to 109 and OD 155:*

- a. *educational, awareness-raising and information programmes aimed at the general public, in particular young people;*
- b. *educational and training programmes within the communities and groups concerned;*
- c. *capacity-building activities for the safeguarding of ICH;*
- d. *non-formal means of transmitting knowledge;*
- e. *education for the protection of natural spaces and places of memory whose existence is necessary for expressing ICH.*

Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals when participating in such measures.

Not to exceed 250 words

The systematization and diffusion of knowledges in order to value traditional art craft has been a strategy to strengthen the protagonism of artisans as the main safeguarding agents. Such dynamics influences a web of interdependent relations involving productive groups, communities, sponsoring partners, professionals, organizations, and governmental programs.

The Artesol Network trained young people in the usage of technological resources (photography workshops, social media management, electronic commerce, digital language) in order to potentialize artisanal entrepreneurship, bringing them closer to the universe of contemporary commercial transactions, besides teaching them how to look for formative content, as well as prospecting clientele.

In the platform, the creation of a blog also has an educative aspect. In 2018, 24 articles on the relationship between art craft, knowledges and practices, social inclusion, popular culture, biodiversity, design, tourism, among other subjects were posted. It also brings to light the possibility of having the artisans connected to big commercial centers, taking them out of the isolation of their communities.

In the project Artiz, for the commercialization of artisanal objects we used equally educative techniques that embrace the consumer and reveal the context of artisanal production, such as: origin, authorship, raw material, technique, culture. The public is then in contact with the cultural and social history behind each object and becomes a multiplying agent of this content.

The Artesol Festival had guided visits on an educative capacity, explaining to the visitors the socioeconomic and gender conditions, presence of each technique in the national territory, the relationship between art craft and the biomes, as well as the presence of Indigenous, African and European influences, among other information on the authorship of each object. The workshops enabled the artisans' protagonism in the educative practice, an aspect also present in their participation in the seminar and commerce fair.

C. Bilateral, sub-regional, regional and international cooperation

Report on any activities carried out by your organization at the bilateral, subregional, regional or international levels for the implementation of the Convention, including initiatives such as the exchange of information and experience, and other joint initiatives, as referred to in Article 19 and OD 156. You may, for example, consider the following issues:

- a. sharing information and documentation concerning shared ICH (OD 87);
- b. participating in regional cooperation activities including, for example, those of category 2 centres for ICH established under the auspices of UNESCO (OD 88);
- c. developing networks of NGOs, communities, experts, centres of expertise and research institutes at subregional and regional levels to develop joint and interdisciplinary approaches concerning shared ICH (OD 86).

Not to exceed 250 words

Artesol understands that the immaterial cultural heritage safeguarding is a shared responsibility between civil society initiatives and governmental agencies, having the respect towards cultural diversity as a pillar of human and citizenship rights. Our premise is the cooperation between public and private sectors, as well as civil society in order to raise funds and share technical knowledge for the creation of sub-regional and regional support networks aiming the long term sustainability of the productive groups.

We are willing to share our experience and learn from good practices done by similar national and international organizations, governmental programs, and entrepreneurial initiatives in the field. Since 2010 – when we were accredited to consult for the ICG of the 2003 Convention –, we have tried to collaborate for the strengthening of the ICH_NGOs Forum, particularly in the articulation of Brazilian NGOs equally accredited by UNESCO in the implementation of the Convention.

In 2015, we presented the works of many women artisans at the 25th edition of the Global Summit of Women, in São Paulo, whose theme was “Creative Women and Economy”, introducing the national art craft for CEOs, female entrepreneurs and state leaders from various countries, reinforcing the outstanding predominance of women in the production of Brazilian art craft.

In 2018, we took part in the 1st and 2nd Fair and Ethical Trade Forum among the EU and Brazil, presenting the relationship between the application of fair trade principles and the formative work of groups, keeping in mind the safeguarding of their knowledges and the valuing of their profession.

For its Festival in 2018, Artesol invited the Casa do Pontal Museum, NGO accredited by UNESCO which shared its knowledges in the seminar, opening up paths for the invitation of other accredited NGOs in the upcoming editions of the event.

D. Participation in the work of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage

D.1 *Has your organization participated in the Committee meetings or those of the General Assembly? If so, please indicate which meetings you attended and describe the nature of your contribution to the Committee's work.*

Not to exceed 250 words

Since 2010 – when Artesol was accredited by UNESCO to integrate the Safeguard of Immaterial Cultural Heritage committee – an effort has been to make its participation in the meetings and

general assemblies viable.

Between 2010 and 2014, there was an intense participation in the Intergovernmental Committee, represented by one of its associates and counselors, Professor Dr. Antonio Augusto Arantes, and at other times, by the heretofore president of the board, Mrs. Maria do Carmo Sodr  Mineiro. These participations were made possible, many times, with these representatives' personal resources once Artesol does not have enough funds to pay for these activities alongside its other projects.

From 2015 onwards, the raising of resources for our projects has increased, but they come from fiscal incentive laws and, therefore, are destined solely to the organization's main activity, which resulted in cuts of other activities and expenditures. Because of that, we no longer participated in the meetings, but kept following the sessions' reports, news, and actions by the NGOs' forum, contributing with them whenever possible.

D.2 *Has your organization served as a member of the Evaluation Body (OD 26 to 31), or as a member of the Consultative Body (between 2012 and 2014)? If so, please indicate the period.*

Not to exceed 100 words

ArteSol has not yet had the opportunity to work as a member of the Consultative Body or Evaluation Body for the ICH Convention.

D.3 *In what way(s) has your organization provided advisory services to the Committee (OD 96) or in what way(s) do you foresee that it might provide such services in the future?*

Not to exceed 500 words

In the ICH-08-2015 report, we stated that Artesol collaborated with the consolidation of the ICH_Forum and has, ever since, been ready and willing to become more efficient in collaborating with the IGC, advising in the evaluation of proposals to be included in the Lists and in the requests for international aid established within the parameters of the ICH Convention.

In that report, we restated that our will and technical capability to collaborate with other NGOs and institutions responsible for the implementation of the Convention in other countries prevail. This includes the production of inventories, elaboration of plans of action for the safeguarding in our field of expertise, sharing our experience in the consolidation of local associations that possess ICH and the implementation of fair trade practices.

We also maintain our belief that sharing intellectual and practical experiences constructed with traditional communities that have ICH, states, and administrative bodies of the Convention would help to improve policies for safeguarding in other countries, as well as Operational Guidelines currently adopted by the IGC. Such collaboration would be highly profitable for Artesol, once it would expand our comprehension of the Convention's operational interpretations, as well as our familiarity with the constant jurisprudence accumulated over the years by the Committee.

This exchange of experiences and learnings with state agents and other interested parties on a global level would, undoubtedly, improve our work and benefit the Brazilian art craft communities that are part of our support network.

E. Capacities of your organization to evaluate nominations, proposals and requests (as described in OD 27 and OD 96):

- E.1.** *Nominations, proposals and requests are available for evaluation only in English or French. Do members of your organization or your staff have a very good command of English or French? If so, please indicate which language(s) and the number of those members or staff.*

Not to exceed 250 words

As informed in the ICH-08-2015 report, even though our native language is Portuguese, the great majority of our 37 associates have an academic degree professional experience, and excellent language skills.

Not all of the members accompanied the implementation of the Convention closely, so we must highlight that the efficacy of their collaboration would depend on their familiarity to the order of work topics and the current operational directives, once the Form ICH-08 Report-2015-PT, revised in 16/10/2014, page 12, written in English, allows them to provide consulting services to the ICG.

- E.2.** *Does your organization have experience in working across several ICH domains? Please describe your experiences.*

Not to exceed 250 words

The answer to this item is not different from the one presented in the ICH-08-2015 report. Artesol is specialized in the ICH domain referred to by the Convention as traditional art craft and in doing so, aims at a holistic and contextual approach for every one of its projects, including information on the socioenvironmental context in which the artisan's activities are performed. We reaffirm that our approach takes into account the fact that art craft is intrinsically linked to other domains of social life, such as dramatic arts, rituals, and festive events (for instance, Bumba Meu Boi, Viola de Cocho), social practices (concerning kinship, gender, age, political, and local economic relations), as well as knowledges on nature and universe (cosmology and environmental resources management).

Artesol main objectives continue to be improving the quality of life of artisans and their families and their access to citizenship rights. In some cases, initiatives for safeguarding the Immaterial Cultural Heritage have been coordinated alongside socioeconomic development programs on regional and local levels.

This experience has enabled Artesol to provide specialized consultancy for projects that align the safeguard of cultural heritage, sustainable development and training related to fair trade, participative inventories, elaboration of safeguarding plans, and associativism.. Furthermore, it also yields parameters to assist in the evaluation of periodical reports submitted to IGC by the states and other CSOs.

- E.3.** *Describe the experience of your organization in evaluating and analysing documents such as proposals or applications.*

Not to exceed 250 words

In order to elaborate public policies, different agencies that deal with art craft establish processes of public calls for their plans. Artesol usually analyzes and contributes with suggestions that may improve such plans, based on its experience working with the general public and relevant territories.

This is the case, for instance, of the National Plan of Culture, the Conceptual Basis for the Brazilian Art Craft, a law that recognizes the artisan profession, initiatives conducted by the Brazilian government, which we followed and provided feedback, focusing on aspects such as:

recognition and valuing of artisans, creation and production, training, data organization and broadcasting of knowledges, expansion and strengthening of markets, among other strategic themes for the safeguarding of Immaterial Cultural Heritage.

Members of our technical team and counselors are fully equipped for this kind of tasks, some of them having also worked for other organizations in leadership positions related to the implementation of art craft policies, as well as research agencies such as FAPESP, CNPq, CAPES, FINEP, FAEPEX, and UNESCO.

E.4. *Does your organization have experience in drafting synthetic texts in English or French? Please describe your experience and indicate in which language(s) and the number of those members or staff.*

Not to exceed 250 words

The English language is frequently used by Artesol for the articulation with foreign institutions, as well as for the production of works, documents, and international events. Here we can highlight our institutional website session and include the elaboration of this report itself. (<http://artcsol.org.br/who-we-are>)

Among its body of associates, board, and technical team, there are members with excellent domain of the English language, as well as French, so the organization is capable of following any meetings or technical debates in these languages.

E.5. *Does your organization have experience in working at the international level or the capacity to apply local experience to an international context? Please describe such experience.*

Not to exceed 250 words

Our practice embraces a great part of the national territory, where we work in 18 out of the 26 Brazilian states. We work on the field of traditional art craft and popular culture, which is alive and constantly renewing itself through experiences, worldviews, and the artisans' hands, with or without external support. Throughout this work, we have faced many structural challenges, common to developing countries and deal all the time with the disadvantaged conditions in which practitioners live, making our actions even more necessary to the safeguarding of ICH.

The social technology developed by Artesol aims to provide a creative use, socially efficient and sustainable of the resources found in each artisanal community, strengthening the way the social appropriation of the traditions occurs, promoting social, material, and human change. Such vision goes beyond the requalification of artisanal products. It aims at recovering the work's memory, the execution quality of the technique and the development of social capital.

With this experience, we are capable of applying our social technology in an international context, particularly in developing nations, under democratic conditions for its implementation, once our technology includes fair trade practices, strengthening of civil society, cultural communities, and all the mediator subjects involved in the process. The basic conditions for the efficacy of safeguarding are: strengthening and respect of the civil society's organization's autonomy; dynamics of public-private partnership articulation as well as the tertiary sector; capacity to mobilize volunteer contributions of financial support, talent, and work.

F. Cooperation with UNESCO

Report on activities carried out by your organization in cooperation with UNESCO (both direct cooperation with UNESCO as well as activities carried out under the auspices of UNESCO or for which you have received the authorization to use the emblem of UNESCO/of the 2003 Convention, or financial support, such as funding from the Participation Program).

Not to exceed 250 words

Artesol has as its central matrix the Immaterial Cultural Heritage we understand to be an asset belonging to the traditional communities not only to generate jobs and income, but also to promote dignity, self-esteem, and citizenship. Traditional art craft is a resource of relevant meaning for its practitioners and owners in terms of history, world view, and social organization. It is a resource that is available to most, if not all members of cultural communities, respecting gender, age, and other social diversity markers. Its practice and transmission, however, are critical and in this sense it is imperative that support organizations such as Artesol exist – accredited by organizations of reference and credibility like UNESCO.

We believe that NGOs are not and should be the peoples' and social groups' spokespeople, mas enablers in the construction of the most direct access as possible to the construction of sustainable plans, human, and socioenvironmental development.

Our cooperation with UNESCO occurs through a proactive participation in networking on a national and international level, promoting actions towards the Safeguarding of ICH in society, especially within the thematic and techniques of traditional art crafts.

In 2018, Artesol was awarded one of the best 100 Brazilian NGOs, with the best managerial practices, transparency and good governance, taking also into account the reach of its results and social impact in the country.

G. Signature

The report must include the name and signature of the person empowered to sign it on behalf of the organization.

Name: Sonia Cristina Redher Quintella Carvalho

Title: President of the Board

Date: February 11, 2019

Signature:

