**Overview and rationale**

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| **Indicator** | **18. Extent to which media are involved in raising awareness about the importance of ICH and its safeguarding and in promoting understanding and mutual respect** | |
| **Assessment factors** | This indicator is assessed on the basis of four country-level factors monitored and reported by each State Party: | |
| * 1. Media coverage raises awareness of the importance of ICH and its safeguarding and promotes mutual respect among communities, groups and individuals. | OD 111,  OD 112,  OD 113 |
| * 1. Specific cooperation activities or programmes concerning ICH are established and implemented between various ICH stakeholders and media organizations, including capacity-building activities. |  |
| * 1. Media programming on ICH is inclusive, utilizes the languages of the communities and groups concerned, and/or addresses different target groups. | OD 112,  OD 113 |
| * 1. Media coverage of intangible cultural heritage and its safeguarding is in line with the concepts and terminology of the Convention. |  |
| **Relation with SDGs and other indicators** | **Sustainable Development Goals:** In addition to SDG Target 11.4, which addresses protecting and safeguarding the world’s cultural and natural heritage, the present indicator responds to SDG Target 17.17, ‘encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.’  **Relation to other indicators:** Where Indicator 17 is concerned with communities, groups and individuals and their role in raising awareness of ICH, the present indicator focuses on the role of the media, as the sector most prominently involved in such awareness raising. Indicator 19 in turn looks at the content and purposes of awareness-raising measures, while Indicator 20 is concerned with the manner in which such measures are carried out. Building the capacity of media organizations (Assessment Factor 18.2) is complementary to the other training and capacity-building activities covered in Indicators 2, 3 and 4. Cooperation for safeguarding among various actors is addressed in Indicator 21. | |
| **Rationale for action** | As noted with regard to Indicator 17, one of the Convention’s four purposes is ‘to raise awareness at the local, national and international levels of the importance of the intangible cultural heritage, and of ensuring mutual appreciation thereof’ (Article 1(c)). The mass communication media are important partners in this effort, whether they are private entities or operate under government auspices. Cooperation or partnership between ICH stakeholders and media organizations allows the former to benefit from the outreach and technical capabilities of the latter, while also allowing the latter to benefit from the knowledge and expertise of the former. In order to convey information about ICH and the importance of its safeguarding as widely and accurately as possible, the media should be inclusive and seek to address different audience members in their own languages. Building media capacity is also important to ensure that they have an adequate understanding of the Convention, its concepts and terminology, and can contribute effectively to safeguarding and promoting mutual respect. | |
| **Key terms** | * Communities, groups or, in some cases, individuals * Stakeholders * Inclusive/inclusively | |

**Specific guidance on monitoring and periodic reporting**

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| **Benefits of monitoring** | Monitoring this indicator would help States in assessing the broad impact that mass communication media can have, and their potential to promote the Convention and its values effectively or – often through inadvertence – to convey mixed messages or even those contrary to the Convention. The State will therefore be able to look for opportunities to strengthen the contribution of media to the implementation of the Convention and build their capacity. Monitoring at the global level can help identify good practices and models for cooperation that might inspire development of similar efforts elsewhere. |
| **Data sources and collection** | By their very nature, the mass communication media seek to reach the population broadly, so those responsible for monitoring and reporting are among their target audience, and a reasonable amount of information should be publicly available and easily observable. If the State Party has a consultative body or cooperation mechanism within which the media are represented, that will be a likely source for information about specific instances of cooperation.  **Possible data sources**   * Television and radio broadcasts and archives * Newspapers and magazines * Websites of media organizations * Websites and reports of a Ministry of Information or Ministry of Communication * Funding requests or reports concerning cooperation activities, including capacity-building programmes |