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United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

Communication, Results, Sustainability and Embedding in the **MEDLIHER** Project

TRAINING WORKSHOP

Atelier de Formation

SUSTAINABILITY & EMBEDDING

Ancrage et Durabilité

Tangier/Tanger,

17 > 19 / 11 / 2011



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Training "SUSTAINABILITY & EMBEDDING OF RESULTS"
TANGIER – NOVEMBER 17-19, 2011

About MEDLIHER

Purpose

Contribute to the safeguarding of ICH in Egypt, Jordan, Lebanon and Syria through the implementation of the Intangible Heritage Convention.

About MEDLIHER

Expected Results

- Strengthen the participation of communities in the implementation of the Convention
- Build the institutional capacity of national counterparts
- Reinforce regional cooperation
- Improve the visibility of ICH in the region
- Raise awareness of the importance to safeguard ICH

About MEDLIHER

3 phases of implementation

Phase I: National assessments of existing programmes, experiences and structure

Phase II: Establishment of a regional cooperation network and elaboration of national/regional safeguarding projects.

Phase III: Implementation of national/regional safeguarding projects

Understanding of Sustainability

Grounding the project in a legally-binding standard-setting instrument: by ratifying, participating countries have committed to obligations which go well beyond the lifetime of the project.

Focus on capacity-building on the concepts, measures and mechanisms of the Convention in order to anchor it firmly at the national level

Empowerment of communities through national, regional and international recognition of their ICH

Establishing a network for regional cooperation which will continue to function after project completion.

Activities undertaken towards attaining sustainability

Assessment of national capacities (completed) :

- Countries identified opportunities and gaps in terms of existing institutions, structures and initiatives
- They explored ways forward to address the identified challenges, providing a basis for the national/regional projects
- Strong political and institutional support was built through this activity
- Creation of new institutional entities dedicated to ICH in Lebanon, Syria and Jordan.

Activities undertaken towards attaining sustainability

Capacity-building of the project partners on the implementation of the Intangible Heritage Convention (on-going)

- Through phase I and phase II meetings, national partners gained greater understanding of the Conventions' concepts and mechanisms
- Some benefited from the training of trainers organized by UNESCO in April 2011 as part of the global capacity-building strategy .
- During phase III, these trained trainers will facilitate capacity-building workshops on community-based inventorying and the preparation of nominations.

Activities undertaken towards attaining sustainability

Elaboration of national projects on inventorying and capacity-building (on-going).

- Based on national assessment and Phase II meeting, national partners have undertaken the elaboration of the project documents.
- Focus on the implementation of community based inventorying and capacity-building activities
- By designing and implementing their own project partners are gaining greater capacity in and ownership of the Convention.

Communication and outreach activities undertaken

Creation of an-line database (operational since May 2011)

- Search engine for existing organizations and initiatives in the area of intangible cultural heritage safeguarding
- Offers opportunities for reinforced networking

Development of the MEDLIHER trilingual website

- Translation of all pages into Arabic
- New sections: “News” and “photobank”

Publication and dissemination of a MEDLIHER flyer

Newsletter

Towards a revised communication strategy

The regional project on audiovisual documentation of intangible cultural heritage should be scaled up

- The production of films on intangible heritage and the photographic exhibition intends to reach a broader public, including youth and international audiences.
- Photographers and directors would be “embedded” in the inventorying activities and will continue documenting ICH after the project completion.

Sustainability and communication challenges

Political situation in the region

Important delays in Egypt; suspension in Syria.

Effective community participation

Over-reliance on “experts” rather than on the communities’ cultural resources. Need to match high-level support by bottom-up approaches.

Circulation of information among all project partners

Need for more fluidity in the communications between UNESCO (HQ and FO) EU, DEU, RMSU, national counterparts.

Thank you for your attention