Regional UNESCO/ICOM Expert Meeting for museum specialists from CIS countries

Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Conventions for Culture

08–11 November 2014, Moscow — Rostov the Great, Russian Federation
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Introduction

The Russian Committee of International Council of Museums (ICOM Russia) with the support of the UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova and the Russian Federation and in partnership with the All-Russian Museum of Decorative and Applied Arts, and the State Museum-reserve “Rostov kremlin” are preparing the Regional UNESCO/ICOM Expert meeting for museum specialists from CIS countries “Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Conventions”, which will be held in Moscow and Rostov the Great on 08–11 November 2014.

During the expert meeting participants will focus on:
• The UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage (1972)
• The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)

This expert meeting will be organized in accordance with the UNESCO strategic objectives for the safeguarding, promotion and transmission of heritage and in line with the CLT/MOS activity under the Main Line of Action 2 “Strengthening the social and educational roles of museums as vectors for intercultural dialogue and enhancing their links with the 1970, 1972, 2003 and 2005 Conventions in the cluster countries” and with consideration of recommendations of the expert meetings conducted within the UNESCO/IFESCO Pilot Project for CIS countries implemented by the UNESCO Moscow Office “Running a Museum – 21 Century” (2008–2014).

The expert meeting will be conducted on the territory of the:
All-Russian Museum of Decorative and Applied Arts, Moscow, Delegatskaya str. 3 tel. +7 (495) 609 01 39, http://www.vmdpni.ru
State Museum-reserve “Rostov kremlin”, Rostov the Great, kremlin tel. +7 (48536) 6 15 02, http://www.rostmuseum.ru

The expert meeting will focus on:
• Museums as basic cultural institutes, enabling and contributing to the protection and promotion of the diversity of cultural expressions;
• Cultural diversity as an essential element for sustainable development;
• Safeguarding of the Intangible cultural heritage as a condition for the protection and promotion of cultural diversity;
• Museums and museum-reserves as specialized organizations contributing to the promotion and protection of the intangible cultural heritage;
• The role of indigenous communities and social groups in the safeguarding of the intangible cultural heritage;
• The role of museums in the promotion and protection of UNESCO World Heritage Sites;
• Challenges and opportunities of museums, located on territories of World Heritage Sites;
• Development of new normative instruments on the protection and promotion of museums and collections at the international and national levels.

This Regional UNESCO/ICOM Expert meeting for CIS countries is directed at strengthening the social and educational roles of museums as vectors for intercultural dialogue and enhancing their links with the UNESCO Conventions in the field of culture.

The UNESCO/ICOM Expert meeting in Moscow and Rostov the Great involves the participation of leading specialists in the field of cultural and natural heritage and museum management as well as of museum representatives from the cluster countries of the UNESCO Moscow Office: Armenia, Azerbaijan, Belarus, the Republic of Moldova, and the Russian Federation.

After the UNESCO/ICOM Expert meeting the museum specialists from CIS countries will conduct analytical case studies and three thematic Policy Briefs including recommendations that will be freely accessible on the UNESCO and ICOM Russia websites. They will focus on the following topics:
• Role of museums in promoting the principles of the UNESCO 1972 Convention concerning the Protection of the World Cultural and Natural Heritage;
• Role of museums in promoting the principles of the UNESCO 2003 Convention for the Safeguarding of the Intangible Cultural Heritage;
• Role of museums in promoting the principles of the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

Main expected results of the Expert meeting:
1. Raising the awareness about the goals and potential of the UNESCO Conventions among museum specialists.
2. Elaboration of strategic and innovative mechanisms for the popularization, interpretation and implementation of the UNESCO Conventions by museums and cultural institutions of the CIS region.
3. Strengthening professional interaction and expert collaboration in the sphere of museum activities taking into account UNESCO normative instruments.
4. Strengthening the social and educational role of museums as vectors for intercultural dialogue in CIS countries.
Programme Committee

Chairman  Vladimir Tolstoy
President, of the ICOM Russia and Adviser to the President of the Russian Federation on Culture and Art

Members  Galina Andreeva
Chief adviser of the Director, All-Russian Museum of Decorative Applied and Folk Arts, ICOM Russia Board member

Natalia Karovskaya
General Director, State Museum-reserve “Rostov kremlin”

Yulia Kupina
Deputy Director, Peter the Great Museum of Anthropology and Ethnography (Kunstkamera), Russian Academy of Sciences

Elizaveta Sidorova
Executive Secretary, National Committee of the Republic of Sakha (Yakutia) for UNESCO, Russia

Alla Stashkevich
Chief of the Department on the Preservation of Historic and Cultural Heritage, Institute of Culture of Belarus
Organizing Committee

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Themes and Methodology

The Programme of the UNESCO / ICOM Expert meeting will consist of three thematic round tables devoted to the UNESCO Conventions of 1972, 2003 and 2005. The UNESCO Convention of 1970 will be also discussed through a series of presentations, addressing the issue of export and import of cultural properties and their security within museums.

The Convention Concerning the Protection of the World Cultural and Natural Heritage was adopted by the General Conference of UNESCO on 16 November 1972. The Convention recognizes the existence of sites, monuments and cities in the world that have universal value and, as such, should be considered universal heritage. 190 state parties have ratified the Convention. As of 2014, 1007 sites have been included in the World Heritage list: 779 cultural, 197 natural, and 31 mixed properties, in 161 states parties.

At the core of the Convention concerning the Protection of the World Cultural and Natural Heritage lays the concept of ‘Outstanding Universal Value’. The Convention and its state parties recognize as universally valuable those sites that have an irreplaceable cultural or natural legacy, important for the whole global community and belonging to everyone, regardless of their location. The Convention identifies the need to safeguard these sites for future generations through the coordinating efforts of single states and group of states. Sites are selected for inclusion in the World Heritage list because of several reasons, among which if they: represent masterpieces of human genius, exhibit interchange of human cultures, bear unique witness of specific cultures and traditions, are associated with ideas and beliefs of outstanding universal significance, contain superlative natural phenomena, represent on-going biological and ecological processes or bear witness of major stages of earth’s history.

The official recognition of a site’s value with its inclusion in the World Heritage List and the effective implementation of the 1972 UNESCO Convention endorse public awareness on the necessity to protect and promote heritage, enhancing the interest of local populations and of the international community in strengthening the implementation of active safeguarding measures. Inclusion into the UNESCO World Heritage list is only the first step for the safeguarding of heritage for future generations. Management and safeguarding are permanent processes in which participate local communities, specialists and museum managers working at the site and government officials. Regular monitoring on the state of sites included in the World Heritage List, together with the expert and training assistance offered by UNESCO and its partners to the signatories of the Convention, enable the effective protection and promotion of the unique qualities of these objects. However, the inclusion of some objects in the World Heritage List can also become a challenge, since the official nomination often attracts additional attention to the sites, leading to increased investments, but also to damaging anthropogenic influence on the objects.

The Convention, acting as a basis for the safeguarding and management of natural and cultural heritage, implies also the commitment of state parties to write Periodic Reports on the status of the implementation of the Convention, underlining main obstacles and achievements in this regard. Nowadays 36 natural and cultural heritage objects...
of the cluster countries of the UNESCO Moscow Office are included in the UNESCO World Heritage list (2 objects in Azerbaijan, 3 objects in Armenia, 4 objects in Belarus, 1 object in Moldova and 26 objects in Russia). Among these objects are included two Cultural Landscapes, the Curonian Split in Russia and the Gobustan Rock Art Cultural Landscape in Azerbaijan, and three transnational sites, the Struve Geodetic Arc, the Curonian Split and the Bieloweza Forest. Cultural Landscapes are sites that express at their best the combined works of nature and humankind, transmitting intimate relationships between peoples and natural environments. Cultural Landscapes have been included in the World Heritage Convention as special sites in need of safeguarding because of their capacity to illustrate the evolution of human societies under the influence of their natural environments. These sites convey a peculiar meaning in the contemporary discourse on environmental protection, since they endorse the potential contribution World Heritage Sites could provide to environmentally sustainable development. These sites can contribute to modern techniques of sustainable land-use and enhance the natural values in our cultural landscapes. Moreover, the protection of these sites very often enables the maintenance of biological diversity. As far as transboundary sites included in the World Heritage List are concerned, these objects require throughout international cooperation from the states sharing the site and enhance international dialogue on heritage safeguarding.

Most of World Heritage sites are safeguarded and managed by museums. About 8000 museums are located in cities or sites included in the World Heritage sites. The inclusion of a site in the World Heritage List, leads to an increase of tourists and visitors, causing the imposition of restrictions on the museums located at World Heritage sites and the enhancement of the number of employed staff for the effective application of regular safeguarding and reporting according to the UNESCO 1972 Convention. This fact creates the need of continuous trainings of museum specialists and managers for the implementation of the UNESCO 1972 Convention.

In the last decades tourism has become a key driver of the global economy. In this regard, heritage tourism has particularly grown, boosting the establishment of site-related museums. Museums working on the territory of World Heritage Sites can act as ideal mediators between visitors and World Heritage sites and, most importantly, as interpretation centers. Assisting tourists in their acquaintance with the World Heritage site, the history of the country or the region the site is located on, museums stimulate the tourists’ curiosity, and promote openness and tolerance towards different cultures. Besides informing tourists on the Universal Value of World Heritage Sites, they are also platforms for the popularization of the intangible cultural heritage of local communities, such as traditions, customs and practices, and for the enhancement of mutual understanding and respect between the tourist and local cultures. Enhancing the cultural knowledge of tourists, museums are catalyzers of dialogue and intercultural awareness. Moreover, World Heritage sites museums can greatly contribute to the overall economic and social development of the territory they are located on, since they offer working-places, quality educational content and associate with local communities for the promotion of cultural activities and the enhancement of existing cultural resources endorsing creative cultural industries.

The Convention for the Safeguarding of Intangible Cultural Heritage is the first international legal document that regulates the issues concerning the safeguarding and promotion of the Intangible Cultural Heritage. The UNESCO Convention of 2003 gives a definition of intangible cultural heritage, which includes all the traditions and living expressions inherited by us through inter-generational transmission. Intangible Cul-
Cultural Heritage are oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or concrete knowledge and skills for the production of traditional crafts – as well as the instruments, objects, artefacts and cultural spaces associated therewith — that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. The distinctive feature of intangible cultural heritage is that it is not a static legacy, but it transforms and adapts to changing social, environmental and economic conditions. Intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, thus promoting respect for cultural diversity and human creativity. Most of the expressions of intangible cultural heritage convey a special symbolic meaning promoting the history, identity and culture of communities and strengthening social ties within them, giving a sense of identity and continuity with the past. The specificity of intangible cultural heritage is that it becomes so only when the community practicing it recognizes it as heritage. In this regard, intangible cultural heritage does not convey any universal value, but a community-based meaning.

The present Convention takes into consideration only forms of intangible cultural heritage compatible with existing international human rights instruments, as well as in line with the requirements of mutual respect among communities, groups and individuals, and of sustainable development. The aim of the Convention is specifically strengthening and, where necessary, reviving the inter-generational transmission of intangible cultural heritage overcoming the cultural challenges of globalization and endorsing authenticity, diversity and originality of cultural expressions as key resource for sustainable human development in all spheres of life.

The Convention identifies two main groups for the elements of Intangible Cultural Heritage: ‘the list of Intangible Cultural Heritage in Need of Urgent Safeguarding’ and ‘the representative list of the Intangible Cultural Heritage of Humanity’, as well as a third category of ‘Best Safeguarding Practices’. An Intergovernmental Committee periodically selects those safeguarding projects and activities that best reflect the guiding principles of the Convention for inclusion in the Best Practices register. The aim of the register is acting as a platform for the exchange of experience and as a source of inspiration for governments.

The two lists established by the Convention do not exclusively include intangible cultural heritage inherited from the past, but also contemporary rural and urban practices used by several cultural groups worldwide. Several forms of intangible cultural heritage are transboundary, since they reflect common beliefs and ways of life going beyond borders. Very often, intangible cultural heritage bears the testimony of migrations and historical links between different populations.

Recalling ICOM’s definition of museum as «a non-profit, permanent institutions in the service of society and its development, open to the public, which acquire, conserve, research, communicate and exhibit the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment» it is important to notice the key role that museum can play in preserving intangible cultural heritage and promoting the principles of the UNESCO 2003 Convention.

Although intangible heritage is fragile, it is an important factor in maintaining cultural diversity and its international promotion encourages mutual respect and intercultural dialogue. In this context, museums act as key instruments for the protection and promotion of intangible cultural heritage and, thus, for the effective implementation of the UNESCO 2003 Convention. Museums are traditionally perceived by society as guardians of tangible heritage. However, in practice, they contribute to the preservation...
of intangible heritage, particularly through regional museums and museums-reserves. The special role of museums in the preservation of intangible heritage was fixed in the ICOM Code of Ethics for Museums, in which it was noted that «museums are responsible for the tangible and intangible cultural heritage». This definition is closely related to the UNESCO Convention adopted in 2003.

Many states regulate the protection of intangible cultural heritage on the national level, nonetheless, museums are the institutions responsible for the application of the key principles of the UNESCO 2003 Convention and the assistance to governments in establishing inventories and lists of the expressions of intangible heritage. They should help governments in the study of intangible heritage, developing specific assessment and preservation methods. Museums should also recognize, respect and enhance intangible cultural heritage and inform the society about the dangers threatening such heritage. Thus, they have a crucial role in attracting wide groups of societies, individuals and local communities in maintaining, re-creating and transmitting intangible heritage, as well as in actively involving them in the management of such heritage.

Museums as showcases of cultures and traditions of local communities as well as platforms offering high-quality knowledge to their visitors enhance people’s understanding of living cultures, including local crafts, beliefs, customs, practices and traditions, and their awareness to the importance of safeguarding disappearing forms of intangible cultural heritage.

During the present Expert meeting museum specialists will discuss practices and approaches to the issues of the protection of the intangible cultural heritage and present best practices in intangible cultural heritage management. The experts will analyse the major issues affecting intangible cultural heritage and the factors that in the past lead to failure in the protection of such heritage, exploring and identifying new methods and approaches to museum management and elaborating concrete plan of works and activities.

**Convention on the Protection and Promotion of the Diversity of Cultural Expressions**

The Convention on the Protection and Promotion of the Diversity of Cultural Expressions is one of the main documents of our times regulating the development of cultural industries and the cultural sphere in a broad sense. The Convention differs from the above-mentioned Conventions of 1972 and 2003 because it focuses on the diversity of the forms of cultural expressions which circulate through cultural activities as cultural goods and services as most modern bearers of culture. Thus, this Convention acts in consideration with the UNESCO documents aimed at developing creative diversity and creating an international context in which the creativeness of individuals and social groups is protected in all of its forms.

The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions provides an innovative and flexible framework to do so. The most recent of UNESCO’s six cultural conventions, the Convention is the first international instrument of its kind to recognize the very specific nature of cultural goods and services, having both an economic and a cultural dimension to make the most of their potential for sustainable human development. It presents a unique and broadened vision of cultural diversity and underscores the importance of nurturing contemporary creation.

A central objective of the 2005 Convention is to create an enabling environment in which artists, cultural professionals, practitioners and citizens worldwide can create, produce, distribute, disseminate and enjoy a broad range of cultural goods, services and activities. To reach this goal, the Convention calls on Governments to introduce policies to nurture creativity, to provide access to creators to participate in domestic and in-
ternational marketplaces and to ensure that artistic works are accessible to a wide public. According to the Convention culture is a set of customs and traditions, values and norms, meanings and ideas, iconic and symbolic systems, knowledge and skills, cognitive and behavioral. Culture serves as a social orientation mechanism; it labels and provides individuals with understanding of belonging to a society and at the same time, individual self-determination of the individual. "Cultural diversity" refers to the manifold ways in which the cultures of groups and societies find expression. These expressions are passed on within and among groups and societies.

Cultural diversity is made manifest not only through the varied ways in which the cultural heritage of humanity is expressed, augmented and transmitted through the cultural expressions, but also through diverse modes of artistic creation, production, dissemination, distribution and enjoyment, whatever the means and technologies used. The Convention aims to create a favorable environment in which the diversity of cultural expressions can be approved and updated for the benefit of all communities. At the same time, it reaffirms the ties that bind culture, development and dialogue and it initiates an innovative platform for international cultural cooperation.

The objectives of this Convention are:

• to create the conditions for cultures to flourish and to freely interact in a mutually beneficial manner;
• to give recognition to the distinctive nature of cultural activities, goods and services as vehicles of identity, values and meaning;
• to encourage dialogue among cultures with a view to ensuring wider and balanced cultural exchanges in the world in favour of intercultural respect and a culture of peace;
• to reaffirm the sovereign rights of States to maintain, adopt and implement policies and measures that they deem appropriate for the protection and promotion of the diversity of cultural expressions on their territory.

Cultural diversity creates a rich and varied world, which increases the range of choices and guarantees human capacities and values, and therefore is a mainspring for sustainable development for communities, peoples and nations. Cultural diversity is an essential element for the implementation of human rights and fundamental freedoms proclaimed in the Universal Declaration of Human Rights and other universally recognized documents. Culture takes diverse forms across time and space, and transmits unique and varied ways of expressions of the peoples and societies that make up humanity.

The Convention also describes such terms as Cultural policy. According to the UNESCO definition "Cultural policies and measures are those policies and measures relating to culture, whether at the local, national, regional or international level that are either focused on culture as such or are designed to have a direct effect on cultural expressions of individuals, groups or societies, including on the creation, production, dissemination, distribution of and access to cultural activities, goods and services”.

The convention on the Protection and Promotion of the Diversity of Cultural Expressions does not cover all aspects of cultural diversity that are represented in the UNESCO Universal Declaration on Cultural Diversity of 2001. It is devoted to the special thematic areas of the Declaration, which are described in the articles 8–11: the need to recognize that cultural goods and services convey identity, values and meanings.
and, therefore, can not be regarded as usual items or consumer goods; the State's need to take all appropriate measures to protect and promote the diversity of cultural expressions while ensuring the free flow of ideas and works of art; and the necessity to develop international cooperation, taking into account the fact that each form of creativity is a basis for permanent dialogue.

Effective cultural policies release and endorse creative energies and provide dense and rich cultural environments. That is why one of the main tasks of national cultural policies in the CIS countries is the preservation of cultural traditions and the support to folk arts. Traditional and folk arts create rich ethnic and cultural diversity and support professional culture, as an important part of the ethnical identity of citizens in CIS countries. However, the importance of this Convention is not limited only by the conservation of different cultures and cultural expressions. The Convention aims to create the conditions for the development of both professional creative activity and of the creative initiative of citizens.

Paying attention to the protection and promotion of cultural expressions, the Convention recognizes that in our global interconnected world, each person can have a free and fast access to possibilities of cultural expressions, both inside and outside his/her country; however in the current global context, this potential has not been fully implemented. It should be noted that, according to UNESCO terminology, «protection» means measures aimed at the preservation, protection and improvement. This is the sense in which this term is used in numerous documents such as the Convention on the Protection of the World Cultural and Natural Heritage (1972), Convention on the Protection of the Underwater Cultural Heritage (2001), UNESCO Convention concerning the Safeguarding of the Intangible Cultural Heritage (2003). The term «protection» in this context does not have any connotations, which may relate to the trade sector. When this term is used in conjunction with the term «promotion», it suggests the necessity to support the vitality of cultural expressions threatened by the progress of globalization. «Promotion» requires constant revival of cultural expressions, so that their existence is not confined to museums and that they do not become folklore or are objectificated.

In this regard, museums could become the platforms combining and uniting the variety of cultures and act as unique institutions, ensuring the preservation and promotion of various forms of cultural heritage, while at the same time stimulating creative individual capacities and encouraging the emergence of new forms of cultural self-expression and the development of creative industries through activities implemented on the territory of the museum targeting different classes of society.
Programme

08th of November
Saturday

All-Russian Museum of Decorative, Applied and Folk Arts, Delegatskaya str., 3

11:00–13:00 Arrival of participants. Transfer to the museum

12:30–13:30 Registration of participants.

13:30–14:30 Guided tour of the museum

14:30–14:50 Expert meeting opening ceremony. Welcome speeches
   • Elena Titova, Director, All-Russian Museum of Decorative, Applied and Folk Arts
   • Vladimir Tolstoy, President, ICOM Russia
   • Mikhail Bryzgalov, Director, Department of Cultural Heritage, Ministry of Culture of the Russian Federation
   • Grigory Ordzonikidze, Secretary-General of the Commission of the Russian Federation for UNESCO
   • Liubava Moreva, Programme Specialist for Culture, UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova and the Russian Federation.

15:00–15:30 Participants introduction

15:30–17:30 Round table 1
Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage

Moderators: Galina Andreeva, Main Adviser to the Director of the All-Russian Museum of Decorative, Applied and Folk Arts; Elizaveta Sidorova, Executive Secretary, UNESCO National Commission of the Sakha (Yakutia) Republic.

Keynote speech. Galina Andreeva, Main Adviser to the Director of the All-Russian Museum of Decorative, Applied and Folk Arts

Presentations:
• Nikolay Maksakovsky, Head of the Center of the Monitoring of the World and National Heritage Objects. Russian Institute of Cultural and Natural Heritage as a basic organization in the field of the World Heritage safeguarding in CIS countries.
• Olga Dmitrieva, Deputy Director, Moscow Kremlin Museums. Multimedia projects of the Moscow Kremlin Museums for the dialogue of cultures.
• Ali Ibragimov, Director, Derbent State Historical and Architectural Museum-reserve. Role of the Derbent Museum-reserve in the safeguarding and promotion of the Cultural and Natural Heritage objects, included into the UNESCO World Heritage List.

Thematic Discussion
17:30  Departure to Rostov the Great by bus
22:00  Arrival to the hotel. Dinner.

09th of November
Sunday  State Museum-reserve “Rostov kremlin”

09:00–10:30  Round table 1 (Continuation)

**Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage**

Moderator: Elizaveta Sidorova, Executive Secretary of the National Committee of the Republic of Sakha (Yakutia) for UNESCO.

Presentations:
- Ihar Lozhachnik, Scientific Secretary of the UNESCO World Heritage Site “Mir Castle”. *Mir Castle: management practice at the UNESCO World Heritage site.*
- Fargat Mukhametov, Director, Bolgar State Historical Architectural Museum-reserve. *The Great Bolgar as a UNESCO World Heritage site.*
- Natalia Ginkut, Executive Secretary, National Reserve “Khersones of Taurida”. *Methods of interpretation of the UNESCO World Heritage site. Experiences and problems.*

**Thematic Discussion**

10:30–10:45  Coffee Break

10:45–13:00  Round table 2

**Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions**

Moderator: Natalia Karovskaya, Director, State Museum-reserve “Rostov kremlin”, Anna Mavričeva, public figure, journalist

Keynote speech. Nina Kochelaeva, Director, New Institute of Cultural Science.

Presentations:
- Natalia Nikitina, General Director, Non-commercial Partnership “Kolomna Development Center for Cognitive Tourism ‘Museum-City’”. *Local Cultural capital as a resource for sustainable development. Place of action – Historical city of Kolomna.*
- Ruslan Khazbulatov, General Director, Kazakh Scientific Research Institute of Culture at the Ministry of Sport and Culture of the Republic of Kazakhstan. *Development of the museum sector in the framework of Kazakhstan’s cultural policy.*

**Thematic Discussion**

13:00–14:30  Guided tour to the ‘Rostov kremlin’ museum and territory
14:30–15:30   Lunch

15:30–17:00  Round table 2 (Continuation)

**Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions**

Moderator: Natalia Karovskaya, Director, State Museum-reserve “Rostov Kremlin”, Anna Mavricheva, public figure, journalist

Thematic Discussion

17:00–17:45  Coffee break, individual on the recommendations project

17:45–19:15  Thematic discussion and elaboration of recommendations.

20:00–21:00 Dinner

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**10th of November**  
**Monday**

State Museum-reserve “Rostov Kremlin”

09:00–11:00  Round table 3

**Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage**

Moderator: Alla Stashkevich, Head of the Department of the Science and Methodological Support of the Work on Safeguarding of the Historical and Cultural Heritage, Institute of Culture of Belarus.


Presentations:
- Elizaveta Sidorova, Executive Secretary of the National Committee of the Republic of Sakha (Yakutia) for UNESCO. *The policies of the Sakha (Yakutia) Republic for the safeguarding, study and promotion of the Yakutian heroic epos “Olonkho”, Masterpiece of the Oral and Intangible Heritage of Humanity*
- Natalia Nikitina, General Director of the Non-commercial Partnership “Kolomna Development Center for Cognitive Tourism ‘Museum-City’”. *Kryzh, Dvoytchatka, Karuny, Kartonazhy – objects of protection or…?*
- Nazir Eminov, Research Fellow, Derbent State Historical and Architectural Museum-reserve. *Ancient wedding rites in the contemporary culture of the peoples of South Dagestan*

Thematic Discussion

11:00–11:15  Coffee break
Round table 3 (Continuation)

**Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage**

Moderator: Alla Stashkevich, Head of the Department of the Science and Methodological Support of the Work on safeguarding of the Historical and Cultural Heritage, Institute of Culture of Belarus.

Presentations:
- Natalia Karovskaya, Director, State Museum-reserve “Rostov kremlin”. The bells of Rostov as an element of the Russian Intangible Cultural Heritage
- Marine Haroyan, President, ICOM Armenia. Museums and Intangible Cultural Heritage
- Tatiana Kuryanova, Research Fellow at the Scientific Innovation Laboratory «Contemporary Museums and Sightseeing and Travel Technologies», Tomsk State University. Safeguarding the Intangible Cultural Heritage: the experience of South Siberian Republics.

Thematic Discussion. Recommendations’ elaboration

13:30–14:30 Lunch

14:30–16:15 Cultural programme

16:00–16:15 Tea break

16:15–17:30 Round table 4

**New technologies in the Sphere of Museum Security in the context of the Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property**

Speech:
- Sergey Bogatyrev, Head of the Territorial Administration of the Central Federal District, Ministry of Culture of the Russian Federation. Forgery of Cultural Properties: challenges and issues of the trade of works of art
- Aleksey Bogdanov, Deputy Director, State Hermitage Museum. Newest developments in the field of museum properties marking

Thematic Discussion

17:30–18:30 Seminar on New technologies in Museum Security. Fire security in historical buildings

19:00–21:00 Ceremonial Reception for the of 131st Anniversary of the State Museum-reserve “Rostov kremlin”

**11th of November Tuesday**

09:00 Departure to Yaroslavl. Guided visit to the city

13:52 Departure to Moscow. Arrival at 17:13 and transfer to airport for nominated experts
Galina Andreeva  
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Chief Adviser at the All-Russian Decorative Arts Museum in Moscow and Member of the Advisory Committee on International Cultural Cooperation in London. PhD, Awardee of the State Prize of the Russian Federation, Visiting Fellow at Cambridge (1990–1991) and Yale Universities (2003). UNESCO expert. Member of several international committees on cultural and museum management. Worked at the State Tretyakov Gallery (Research & Perspective Projects, 1976–2006), the Pushkin State Museum of Fine Arts (Head of PR, Development, Perspective International Projects, 2006–2008), and the Ministry of Culture of the Russian Federation (Deputy Director, International cooperation, 2010–2012). Active member of ICOM (Executive Director, 2008–2010, ICFA/ICOM Board member — 2007–2012; Board member — 2008 up to now). Member of the Union of Artists, Moscow. Jury member of a number of museum and arts competitions, including the Russian Union of Artists, the International museum festival INTERMUSEUM; Potanin foundation contests; "Art and Sport", Tretyakov prize for young artists, and others. Presented Russia (from 1994 as a key speaker and a few times as delegation head) at several world conferences, congresses and forums, held by UNESCO, UN, ICOM, ASEM and other international organizations. Specializing for over 25 years on international arts relations and museum cooperation. Dr. Andreeva has written and edited about thirty books, catalogues and albums, published more than one hundred articles and surveys, and curated more than 30 grand scale projects. Awardee of the Order ‘For Merit to the Fatherland (Second class), Order of the Star of Italian Solidarity (Knight), Golden Medal of the Russian Academy of Arts.

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Secretary-General of the Committee of the Republic of Sakha (Yakutia) for UNESCO. The Committee deals with communication and coordination with UNESCO state institutions, non-governmental organizations of the Republic and recognized authorities within UNESCO competence; coordinates the communication between the Government of the Republic of Sakha (Yakutia) and UNESCO on issues related to Republic’s participation in UNESCO activities and deals with the dissemination of information about the objectives, principles and programmes of UNESCO on the Republic’s territory. Graduate of the Faculty of Foreign languages at the Yakutsk State University, (1979).

CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

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CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

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Ana Mavricheva
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TV presenter, public figure, expert in preparing politicians and leaders for public appearances. She was born on The Baikal-Amur Mainline. She lived and studied in...
Russia, Lithuania, Israel, India and The USA. She is the author and the moderator of the political debate show “Po Chesnoky” (“No cheat”) on the First Yaroslavl TV-channel. The show proved successful in different formats: debates were successfully held at great forums in Yaroslavl and public appearances in Moscow. Anna provides consulting on image making of politicians. She also provides training in public speaking in Russia and Europe.

**CONVENTION ON THE MEANS OF PROHIBITING AND PREVENTING THE ILICIT IMPORT, EXPORT AND TRANSFER OF OWNERSHIP OF CULTURAL PROPERTY**

**Sergey Bogatyrev**  
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Head of the Territorial Administration of the Central Federal District at the Ministry of Culture of the Russian Federation. Graduated from the faculty of Sociology, Economics and Law of the Moscow State Pedagogical University and from the faculty of Theory and History of Art of the Saint-Petersburg State Academic Institute of Art, Sculpture and Architecture named after I. Repin. Works in the Ministry of Culture of the Russian Federation in the field of safeguarding of Cultural Heritage since 2002. During several years, he was responsible for safeguarding of the cultural properties, for the protection and safeguarding of Cultural Heritage sites, for control and inspection in the museums, libraries and archives sectors. He devoted special attention to issues of forgery of the cultural heritage properties and prevention of the illicit traffic of cultural heritage. During his work he organized a series of events on the transfer of cultural properties detained and confiscated by police or frontier service of museums of different regions of Russia. Adviser of the State civil service of the 3rd grade. ICOM member since 2010.

**Alexey Bogdanov**  
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Deputy director of The State Hermitage Museum. Graduated from the State University of Telecommunications majoring in “Construction and production of radio equipment” (1984). In the same year he started to work in the State Hermitage Museum. Graduated from the State Electro-technical University majoring “Microprocessor engineering” (1989). Head of the department of Electronics, Signalling and Communication (1990–1995). Promoted embedding of computer techniques in the State Hermitage Museum. Under his direction the Web-site of the State Hermitage was created. Security and fire security systems at the main buildings, branches and in the storage were created thanks to his efforts. He was nominated Awardee of the State Prize of the Russian Federation in the sphere of science and techniques for the elaboration of the integrated system of fire and guard security “Centurion” (2003). He is an ICOM member since 1997 and was board member of ICOM Russia several times. In 1995 he became chief engineer of the museum and in 1999 this position was transformed to the Deputy Director. He received a PhD in techni-
cal sciences (2004). Since 1999 up to now he has been a lecturer in the State Poly-
technic University in in protection of information. Since 2006 up to now he is as-
sociate professor of in fire-fighting and wrecking of the Saint-Petersburg Institute
of Fire Service of the Ministry of Emergency Situations. He received a medal “In
the memory of 300 years of Saint-Petersburg” (2003). He received a medal “In the
memory of 1000 years of Kazan” (2005). He received a medal “For 100 years of the
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Junior Research Fellow of the science and exhibition department of the Gobustan National Historical-Art Reserve of the Azerbaijan Republic. She has graduated from the department of the art history of the Azerbaijan State Academy of Arts in 2014 and started her M. A. in the same academy. She participates in the programme Joint Civic Education 2014 in Azerbaijan and she is a coordinator of the project devoted to the development and educational evolution of the Azerbaijan Republic regions. She has been working in the Gobustan National Historical-Art Reserve of the Azerbaijan Republic since 2013.

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Head of Laboratory of museum planning in the Russian Institute for Cultural and Natural Heritage named after D. Likhachev. Graduated from the historical department of Lomonosov Moscow State University (2003). Post-grade studies in Lomonosov Moscow State University (2003–2006), upheld the thesis (2007). Graduated from the Moscow Higher School of Social and Economic Sciences, department of social and cultural projects management. In different years he worked on different positions in these organizations: Research Institute and Museum of Anthropology named after D. Anuchin, Institute of Archeology of the Russian Academy of Science, informational portal polit.ru, television channel NTV-Plus, All-Russian Museum of Decorative, Applied and Folk arts. In 2011–2013 he worked on different positions and was a head of the Laboratory of museum planning of the Russian Institute of Cultural Research. Lecturer at the Moscow Higher School of Social and Economic Sciences, department of social and cultural projects management (since 2012). Participated in made papers in different International conferences.

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General Director of the Kazakh Scientific Research Institute of Culture of the Kazakhstan Republic. Graduated from the Kazakhstan National Academy of Arts named after T. Zhurgenov — Bachelor of Arts (2007), M. A. (2009), PhD (2012). Has passed Trainings in: Florence University (2010), Saint-Petersburg Academic Institute of Arts, Sculpture and Architecture named after I. Repin (2011), Institute for the Study of the Ancient World at New York University (2011), University of Lapland (2012). In 2009–2014 he sequentially held posts in the Kazakhstan National Academy of Arts named after T. Zhurgenov: lecturer, head of the office of Academic mobility and linguistic preparation, head of the science and practical center of the post grade education and Academic mobility, acting provost on educational work and social issues, acting provost on science work, associate professor. In 2014 he was a President of the Foundation of the Intellectual Development of the People of Kazakhstan under the Ministry of Culture of the Kazakhstan Republic. Since 5th of July 2014 he is a General Director of the Kazakh Scientific Research Institute of Culture of the Kazakhstan Republic. Author of more than 10 scientific publications. Laureate of the State grant for the literature and art workers (2011). Has got letters of thanks from the President of the Kazakhstan Republic.

Olga Konyukhova
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Deputy Director General of the Novgorod State Museum Complex. Field of activity: Catering for museum visitors: organization of excursions, social and cultural programmes, museum on-line and off-line communication system, additional services. Supervision: tours department; department of cultural programs; children's

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museum center; souvenir department; advertising and publishing department; PR department. Field of scientific interests: educational, communicational and informational technologies in a modern museum, study of museum visitors. Graduated from the Department of Foreign Languages (English, German) Murmansk State University for Humanistic Studies (1995) and the department Socio-cultural service and tourism of the St. Petersburg Institute of Management and Economics (2002). Participated in different international seminars and conferences on museum communication; hospitality; museum souvenirs; customer-orientated service.

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Director of the Bolgar State Historical and Architectural Museum-reserve (since 2013).  
Graduated in 1991 from the Kazan Agricultural Institute named after Gorky at the faculty of Agronomy. In 1991 he became the deputy head of the Department of technological integration in Agriculture of Tatarstan. In 1993 he became the leading agriculturist of the state farm named after Abdula Alish. In 1993 started working as an economist and deputy of the Chief accountant of the state farm “Yekaterinovsky”. In 1995 he was appointed as a director of the state farm “Yekaterinovsky”. In 1998 he was appointed as a director of the Bolgar supply company and in 2005 he became the director of the Spassky supply company. He was awarded with a medal “In a memory of the 1000 years of Kazan (2005).”

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Since February 2013 is working as Chief Consultant of the Cultural Heritage Department within the Ministry of Culture of Republic of Moldova. Responsible for the elaboration of the legislative and normative documents in the field of mobile cultural heritage and for the coordination and monitoring of the museum activities in the Republic of Moldova. Previously she has been working as Deputy Director in one of the most important museums of Republic of Moldova: National Art Museum of Moldova where she conducted several projects aimed at the conservation and promotion of the national cultural heritage. She has been the coordinator of several scientific conferences held at the premises of the National Art Museum; coordinator of the trans-border project Romania-Ukraine-Republic of Moldova A trans-border approach to cultural heritage management and valorisation (2011–2012); author of the concept and coordinator of the publication Bessarabian Icons from the Collection of National Art Museum of Moldova; participated in several training courses and study visits regarding the management of cultural heritage in the Republic of Moldova, Armenia, Poland, China. She has been member of the Restoration Council, vice chair of the Scientific Council, chair of the Council for Funds and Acquisitions and secretary of the Experts Council for the Assessment, Approval and Purchasing of art works within the Ministry of Culture of Republic of Moldova. Member of ICOM.

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in the International conference ‘When Sweden was ruled from Moldova’ (2013). Participated in the regional seminar ICOM Moldova «Marketing in the modern Museum: tasks and problems (2013). Interested in museum’s activities as social-cultural institutions, the restoration of the Bendery fortress, the promotion of modern technologies in museology and in the study and preservation of historical and cultural heritage.

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Senior Specialist of the Department of Cultural Heritage and Folk Crafts at the Ministry of Culture of RA (since 2013), Senior research fellow of the department of Modern history at Yerevan History Museum (from 2009 to 2013), Junior research fellow at the same museum and department (from 2007 to 2009). In 2005 graduated from Yerevan State University, Department of Modern History. She got a Bachelor’s degree in 2005 and in 2007 a Master’s degree. She is the coordinator of the event “European Night of museums” in Armenia. Author of different publications.

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Director of the People of the World Khomus Museum and Center (since 2008). He was born on 15th of March 1957. Graduated at the Yakut State University (1983) as a teacher of history and social sciences. In 1983 very successfully started to work as a teacher. Worked as Deputy Director of the №2 School in Yakutsk (since 1993). At the same time he worked as a main expert in the Ministry of Education of the Republic of Sakha (Yakutia). Under his supervision all the expositions were completely renewed and integrated with new technologies.

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President of the ICOM National Committee of Moldova (since 2011), Head of the Contemporary Sculpture and Decorative Arts collections of the National Art Museum of Moldova. In 1990 graduated from Lomonosov State University of Moscow, Faculty of History. Project Manager of a number of ICOM Moldova projects which include regional and international conferences, workshops and trainings, among which the most important are: Culture Links, International Conference with the participation of experts from INTERCOM (England), ICOM Romania, ICOM Mexico (2010); Establishing Standards of Excellence in the museum sector, cross border cooperation between the National Committees of ICOM Moldova, Romania and Ukraine (2012), Regional seminar Marketing in contemporary museum: problems and achievements (2013); Capacity Building of Cultural Heritage Protection in Times of Emergency (2014), training for museum professionals financed by the Prince Claus Fund programme for Culture Emergency Response and sup-
ported by ICCROM experts; the project Returning to traditions — implemented in common with Transnistria Artists’ Union, assisted by the programme «Support for confidence-building measures», funded by the European Union and co-funded and implemented by the United Nation Development Programme in Moldova. In 2008 was awarded with a Medal for an exemplary contribution to the conservation and promotion of museum collections in the framework of the European Union Prize for Cultural Heritage / Europa Nostra and European Commission / 2008. Author of the catalogue «Gallery of Contemporary Sculpture of the National Art Museum» (2008), the Moldovan Museums Guide (2011), and of several articles, papers and publications on cultural themes.

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Leading architect, head of the department of the museum-reserve "Kazan kremlin" (since 1996), Leading architect of projects in the “Zabir” company (since 1993), member of the Union of architects of the Russian Federation and Tatarstan Republic (since 1994), ICOMOS member (since 1998), member and founder of the VOOP-IK (since 2009), expert on state historical and cultural expertise of the Federal service on the control over abidance to legislation in the sphere of the cultural heritage safeguarding (since 2011), expert of the Ministry of Culture of the Russian Federation on historical and cultural expertise realization (since 2012). Honoured architect of the Tatarstan republic (since 2011), Tatarstan Republic state prize laureate (2012).

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Deputy director for general questions (since 2011) and Head of the department for scientific and excursion work on the «Town Hall» (2009–2011) of the State Institution «National Historical and Cultural Museum-reserve «Nesvizh»., Graduate from the Faculty of Architecture of the Belarusian State Polytechnic Academy (in 1994), finished the advanced training course «Protection and restoration of monuments of religious architecture: the experience of Poland and Belarus» at the Belarusian State University of Culture and Arts and the National Institute of Heritage in Warsaw (in 2012). In 2013 participated at the XXVIII meeting of the Council for Cultural Cooperation of the Commonwealth of Independent States. Curator of the international exhibition project «Princely treasures: European masterpieces 1600–1800» from the Victoria and Albert Museum (London) and of other exhibitions and cultural projects at the Museum-reserve. Participant of the National Stand of the Republic of Belarus at international tourist exhibitions (2013 in Paris, 2014 in Tel Aviv).