



A Systematic Communication Approach to Strengthen Results

BACKGROUND

Rural governance and self-organizing capacity in China is very weak, especially in remote, mountainous, ethnic-minority areas. In all target communities, women's education level is generally lower than men's, as is their confidence to participate in public affairs. The JP strove to improve best practices of communication efforts towards cultural heritage protection. Communication channels and strategies were improved in order to achieve concrete results in three areas:

Community cultural mapping: Cultural mapping is an effective tool to engage communities and provide capacity-building opportunities for community inventory and preservation efforts;

Community-based museum: The methodology introduces a sustainable and holistic approach to cultural heritage protection, while maximizing local ownership;

Agricultural-heritage protection: FAO's Globally Important Agricultural Heritage System (GIAHS) requires intensive participation of communities for implementation of project activities.

PROCESS

The JP focused on collaborating with national TV stations Shanghai TV and Hong Kong TV for production of high-quality documentary films targeting different audiences in different languages. A project newsletter was produced in Chinese to timely inform beneficiaries of results, strengthen local ownership and maintain momentum.

The public was informed of project results and methodologies through films, newspaper and magazine coverage, academic papers and various events. These advocacy campaigns resulted in the attraction of unsolicited volunteers and constant requests for interviews and feature reports.

Almost all communication efforts were initiated by the implementation partners. From the first edition of the joint newsletter, partners actively made contributions, including local-led dissemination of newsletters and other printed materials, and local volunteer groups contributing high-quality photos to all publications.

Miao ladies working in the new office of Leshan Miao Embroidery Association supported by CDFP. By The Miler



Outcomes

The intensive communication activities induced a spirit of dialogue and information sharing between local government departments in charge of culture, ethnic minorities and agriculture. Community-level beneficiaries were able to voice their opinions through publicity materials. By training community focal points, the project introduced a gentle and careful way to engage women in project implementation and communication activities.

Community cultural mapping: Four pilot communities successfully revived traditional cultural celebrations, with women actively participating in organization and preparation. A volunteer support mechanism was established to provide long-term backstopping after project completion. A Practical Guide on community-based cultural mapping is being compiled to share knowledge in the China context, in particular in ethnic-minority rural areas.

Community-based museum: A community museum is planned for a pilot community which is the site of both an intangible cultural heritage entry and GIAHS. Community members will curate the exhibition, and are being trained in museum management, making them better able to manage the museum over the long term.

Agricultural-heritage protection: By 2011, three new sites in China were added to GIAHS, and another three candidates were preparing applications. A local agricultural heritage conservation master plan is being drafted to support conservation and development of local agricultural heritage.

The project introduced a gentle and careful way to engage more women in project implementation and communication activities.





Culture Based Economic Development: joint UN support to support entrepreneurship and business development



Celebrating the establishment of Chudonggua Village (De'Ang ethnic group) Tourism Association supported by CDPF. By Yu Shuo

BACKGROUND

The largely female-dominated arts and crafts sector in China is generally without association support. Craft designs are increasingly being affected by mass tourism development.

PROCESS

UNESCO, ILO, UNDP, and UNIDO ventured to deliver training on various aspects of entrepreneurship and business development for the arts and crafts sector. In cooperation with national actors including the State Ethnic Affairs Commission, Ministry of Human Resources and Social Security, China International Centre for Economic and Technical Exchanges, and China Association for Arts and Crafts, crafts people were empowered through training, exposure to national Expositions like the 2010 Shanghai expo, participation in trade fairs, and coverage in international fashion magazines.

In addition, participants' outreach possibilities were strengthened through the creation and encouragement of associations and small/medium enterprises.

Crafts people were empowered through training, exposure to national Expositions (Shanghai expo), participation in trade fairs, and coverage in international fashion magazines.

Outcomes

The success of the initiative can be illustrated by a human interest story, that of Ms. Yang A'ni. Ms Yang A'ni is an entrepreneur of the Miao ethnic minority who began selling embroidery in 2005 and formally established her business in 2008. She attended UN training on craft development in July 2009, and since then, has been engaging with UN experts in various capacities, including additional trainings. She applied her newly learned skills to improving her business (she now has an annual income of approximately 140,000 yuan), and, with project support, she founded an Embroidery Association in 2009 consisting of 103 women from a few small villages. Products from this association were selected as showcase pieces at the 2010 Shanghai EXPO, and around 20 women from this association produced costumes for 2010 Miao New Year.