

## Contributions of the Joint Programme to the implementation of UNESCO's Conventions on culture



### 2003 UNESCO Convention on the Safeguarding of the Intangible Cultural Heritage

#### Joint Programme actions:

- **Creative innovation** has been promoted by showcasing intangible cultural heritage assets:
  - Opening of a community museum with an intangible cultural heritage masterpiece in Congjiang County
  - Inventorying: community members trained in the making of documentary films to inventory local traditions and cultural practices; volunteer support mechanism established and trained to continue cultural mapping after the JP ends.
- **Social cohesion** has been fostered by reviving cultural traditions of ethnic minorities:
  - Revival of cultural celebrations in 4 pilot communities (notably through intensive training of 12 community focal points to ensure their lead role in cultural heritage protection in pilot communities);
  - Revival of agricultural traditions: research and advocacy to promote the interaction between biological and cultural diversity ('agro-culture').
- Health practices have improved following the integration of certain social practices in health services.

#### Joint Programme products:

- **Social cohesion** has been pursued through:
  - 11 community cultural calendars (indicating culturally significant days for the community);
  - "Practical Guide on community-based cultural mapping" – notably to share knowledge on intangible cultural heritage in ethnic-minority rural areas;
  - Master Plan on dynamic conservation in agro-culture (being drafted);
  - A study on traditional beliefs and practices regarding maternal and child health in the 4 targeted provinces (Yunnan, Guizhou, Qinghai and Tibet).
- **Employment generation and education strengthening** were targeted through 2 studies:

- “Labour Employment and Social Involvement in Ethnic Areas under Different Language and Cultural Backgrounds”;
- Research paper on the relevance of language and culture in education.



### [2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions](#)

#### **Joint Programme actions:**

- **Participatory systems of local governance have been pursued in the area of culture** in view of including ethnic minorities in local government processes and development policies: participation of local community leaders, civil society actors and government representatives in workshops on the development and implementation of cultural policies.
- **Creativity and protection of cultural expressions** have been nurtured through enhanced economic opportunities for ethnic minorities in the craft sector:
  - 9 training courses on craft design, production and marketing organized at the local level;
  - 60 people trained in cultural enterprises management;
  - Business Development Services provided to small creative industries;
  - Increased market exposure for artisans through their participation in trade fairs, the 2010 Shanghai Expo and UNESCO’s Award for Excellence.
- **Increased literacy and appreciation of the diversity of cultural expressions** has been achieved among youth through support for the establishment of an intercultural approach to teaching.

#### **Joint Programme products:**

**Creativity and protection of cultural expressions** have been nurtured in the craft sector through:

- Numerous studies: “Craft Baseline Survey Report, Participatory Artisan Survey Report”, “Baseline Survey Report on Business Management and Marketing of Ethnic Handicrafts”, “Baseline Survey Report on Design and Quality of Ethnic Handicrafts”, “Investigation Report on Status Quo of Regional Folk Arts Associations and Artisan Networks in Yunnan Province”;
- New craft designs;
- UNESCO Cultural Diversity Lens Toolkit translated, adapted to the local context and disseminated to 268 workshop participants.