

ACCU's Presentation

ACCU's Challenges on Safeguarding of Intangible Cultural Heritage in Asia and the Pacific – For the promotion of UNESCO's 2003 Convention

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Asia/Pacific Cultural Centre for UNESCO (ACCU) was established in 1971 in Tokyo through joint efforts of both public and private sectors in Japan. Since then ACCU has been implementing various regional programmes in the field of culture, education and personnel exchange in close cooperation with UNESCO and its Member States in Asia and the Pacific.

Our culture programmes started in 1971, aiming at promoting activities for mutual understanding and safeguarding cultural heritage through various means, such as training for those who work in the field of culture and book development, concours for artists, and, production and promotion of publications in indigenous languages. Now the programmes on tangible cultural heritage are being covered by our branch office in Nara, the world heritage city in Japan established in 1999, and those on ICH by our Tokyo office. ACCU's main concern is not philosophical, but practical engagement in preparing and implementing programmes and projects for the safeguarding of cultural heritage in the region, in line with the mandates of UNESCO.

ACCU's regional literacy programme was launched in 1981, drawing upon ACCU's rich experience in the field of book development. Since the beginning, ACCU's literacy programmes have focused on the disadvantaged groups: those with limited education opportunities in the rural areas and among girls and women. Our aim is to contribute to the reduction of the illiterate population in Asia and the Pacific, and to reduce the gender gap and the rural-urban gap.

ACCU places its special emphasis on the programmes planned and implemented jointly by Asian and Pacific Member States of UNESCO. This joint programme scheme has been applied to its cooperative projects such as production of various materials of good quality for common use in order to encourage better understanding of diversified cultures in the region.

PART I

Review of ACCU's activities in the field of safeguarding and promotion of Intangible Cultural Heritage (1970's-1990's)

1. Training Programmes for Capacity Building

Sending a Mobile Team of Experts to a National Workshop on the Documentation and Promotion of Intangible Cultural Heritage

Due to social changes, the rich and varied intangible cultural heritage in Asia and the Pacific region is in danger of disappearing. One of the ways to preserve the heritage is to

keep accurate records of it. In 1993 ACCU launched a new programme for sending a mobile team of experts to national workshops on the documentation and promotion of intangible cultural heritage, coorganizing with a cultural institute in the host country. Since the beginning of this programme, ACCU has so far organized workshops in Pakistan, Thailand, Viet Nam, Laos, and India.

The objectives of the series of Workshops are: (a)to provide knowledge and experience to personnel involved in documentation work on intangible cultural heritage, (b)to instruct the participants of the workshop how to record the intangible cultural heritage, (c)to promote awareness of the significance of preserving the intangible cultural heritage.

ACCU sends internationally recruited experts such as a cameraman, an audio specialist, a technical specialist, and a scholar, who are specializing in this field, to the workshops as lecturers in order to respond to the local needs. Basically, a selection of experts meets the requests and needs according to the situation in the host country as submitted by the coorganiser.

The following is brief information, titles of lectures and outputs of the workshops so far held:

- (1) Pakistan
Place and date: Islamabad, 6-14 February 1994
Joint organiser: Lok Virsa (National Institute of Folk and Traditional Heritage)
- (2) Thailand
Place and date: Bangkok, 12-23 December 1994
Joint organiser: Fine Arts Department, Ministry of Education
- (3) Viet Nam
Place and date: Hanoi, 10-19 January 1996
Joint organiser: Vietnam Institute of Culture and Arts Studios, Ministry of Culture and Information
- (4) Lao PDR
Place and date: Vientiane, 6-16 January 1997
Joint organiser: Institute for Cultural Research, Ministry of Information and Culture
- (5) India
Place and date: New Delhi, 4-13 January 2001
Joint organizer: Centre for Cultural Resources and Training (CCRT)

2. Materials Development

1. Asian/Pacific Music Materials Co-production Programme (MCP)

(1) Co-production of Music Materials

ACCU launched in 1974 the Asian/Pacific Music Materials Co-production Programme (MCP). Under this programme the materials listed in the table below have been produced.

MCP Materials		Number of materials		No. of Music Pieces	Participating Countries	Year
		Recorded Material	Guidebook			
Series One "Folk and Traditional Music for Children"	Vol.1	3 LP Records	1	62		1975
	Vol.2	3 LP Records	1	69		1976
	Vol.3	3 LP Records	1	75		1977
Series Two "Instrumental Music of Asia and the Pacific"	Vol.1	3 Cassette tapes	1	74	21	1979
	Vol.2	3 Cassette tapes	1	70		1983
	Vol.3	3 Cassette tapes	1	64		1985
Series Three "Songs of Asia and the Pacific"	Vol.1	3 Cassette tapes	1	54	17	1980
	Vol.2	3 Cassette tapes	1	63		1981
	Vol.3	3 Cassette tapes	1	59		1982
Series Four "Folk Songs of Asia and the Pacific"	Vol.1	3 Cassette tapes	1	83	16	1989
	Vol.2	3 Cassette tapes	1	95	16	1991
Series Five "Musical Instruments of Asia and the Pacific"	Vol.1	1 Video tape	1	18	18	1994
	Vol. 2	1 Video tape	1	16	16	1997*
	Vol. 3	1 Video tape	1	17	17	1999
				(Musical Instruments)		
TOTAL		36	14	819		
Special Selection "Favourite Melodies of Asia and the Pacific" - for School Use		1 Cassette tape 2 Open reel tapes	1	39	18	1987
"Favourite Melodies of Asia and the Pacific" - for General Use		1 Cassette tape 2 Open reel tapes	1	31	18	1987

**Now ACCU is going to release the contents of them in our Website.*

(2) Dissemination Programme of National Versions of Asia/Pacific Music Materials Co-production Programme (MCP) materials.

In 1993 ACCU started a programme for disseminating national versions of MCP materials. Under this programme, ACCU assists two or three countries per year in producing national versions of MCP materials by providing financial assistance. So far, ACCU has assisted the following countries:

1993	Laos	"Instrumental Music of Asia and the Pacific" Series 2
	Pakistan	"Favourite Melodies of Asia and the Pacific" Special selection
	Viet Nam	"Folk and Traditional Music of Asia and the Pacific" Series 4
1994	Malaysia	"Songs of Asia and the Pacific" Series 3
	Sri Lanka	"Folk songs of Asia and the Pacific" Series 4
1995		"Favourite Melodies of Asia and the Pacific" Special Selection
	Philippines	"Favourite Melodies of Asia and the Pacific" Special Selection

2. Co-production of audio-visual materials (Cultural Kit)

ACCU organised an Asian/Pacific Co-production Programme of Cultural and Educational Audio-Visual Kits, comprising a set of colour slides and cassette-tape of narration and music or a video-tape, designed to introduce visually rich and varied cultures of Asia and the Pacific. This Cultural Kit series was one of the materials produced through the collaboration of participating countries, and was well-received in the region.

The following seven volumes were compiled; (1)Music of Asia (187 slides), (2)Our Wonderful Cultural Heritage (273 slides and 1 video-tape), (3)Traditional Handicrafts (278 slides, video-tape in English and ten Asia/Pacific languages), (4)Looking Around Museums in Asia and the Pacific: from Archaeology to Telecommunications (240 slides), (5) Festivals of Asia and the Pacific (1 video-tape, 60 minutes), (6)Folk Dances of Asia and the Pacific (1 video-tape, 60 minutes), (7)Folk Dances of Asia and the Pacific 2 (1 video-tape, 46 minutes).

Cultural Kits (AVCP Materials)	Formats	Guidebook	No. of countries	Year
No. 1 Music of Asia	slides	1	18	1978-9
No.2 Our Wonderful Cultural Heritage	slides video	1		1981-2 1987
No.3 Traditional Handicrafts of Asia and the Pacific	slides video	1		1983 1988
No.4 Looking around Museums of Asia and the Pacific	slides video	1		1985 1991
No.5 Festivals in Asia and the Pacific	video	1	20	1988
No.6 Folk Dances of Asia and the Pacific I	video	1	14	1990
No.7 Folk Dances of Asia and the Pacific II	video	1	8	1992

3. Networking

1. Regional Seminar for Cultural Personnel in Asia and the Pacific

ACCU has been organizing regional seminars for training cultural personnel in the region, in close cooperation with countries in Asia and the Pacific. Since 1998, the focus has shifted from training to mutual cooperation and information exchange among experts. In response to the call to safeguard intangible arts which are on the verge of disappearing, the theme of recent years has been the preservation and promotion of intangible and oral heritage.

ACCU coorganized with UNESCO in March 2002 a workshop for cultural personnel to promote "Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity."

The workshop provided participants with the latest information and the results of the first selection. They could learn about the selection procedure, and discuss ways to utilize this system to raise the overall awareness of the general public about the importance of intangible and oral heritage in the respective countries.

	Theme	Venue	No. of participants
Feb. 1998	Preservation and Promotion of Intangible Cultural Heritage	Tokyo, Japan	20 participants from 19 countries
Feb. 1999	Preservation and Promotion of Traditional/Folk Performing Arts	Bangkok, Thailand	7 participants from 7 countries
Feb. 2000	Building a Network for the Preservation and Promotion of Traditional Performing Arts	Tokyo, Japan	21 participants from 19 countries
Mar. 2002	Promotion of "Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity"	Tokyo, Japan	30 participants from 28 countries

2. Joint Development Programme of the Data Bank on Traditional /Folk Performing Arts in Asia and the Pacific (<http://www.accu.or.jp/paap/>)

This databank comes in the form of a website as well as a 400-page printed directory. The print version was published in September 2000, as a fruit of the 1998-2000 Regional Seminars, followed by the digital version in March 2002. The reason it is named "A Basic Model" is that it is intended to demonstrate a possible methodology for archiving information on such arts, for future production of this kind in the region.

Contents:

- 153 traditional/folk performing arts from 18 countries
- 62 organizations / institutions engaged in preservation and / or promotion of such arts, from 19 countries
- National backgrounds of 17 countries

The objectives of the Data Bank are:

- to collect, share and mobilize information on traditional / folk performing arts in Asia and the Pacific for policy making, practical development of projects, research and education on traditional / folk performing arts.
- to enhance mutual understanding through traditional / folk performing arts.
- to foster the network of organizations and individuals in the field.
- to lay the foundation for a scheme for the future development of an Asia-Pacific archive of audio-visual documentation, in moving pictures and digital visual data, of traditional / folk performing arts.
- to encourage mutual contribution to the preservation and promotion of the traditional / folk performing arts in the region by raising international awareness of its importance.

In August 2005, the ACCU's databank was developed as "ICH Data Base" to provide extensive information and ideas on ICH. Though it is based on the "Data Bank" that ACCU developed in 2000 followed by the digital data in 2002, which included performing arts and related information from 25 countries in Asia and the Pacific, the newly developed database offers more contents for better understanding of ICH. In addition to the intangible cultural heritage section in which the "performing arts" section of the data bank remains as one of the categories of ICH, 4 sections and information are now available. "What is ICH?" explains intangible cultural heritage as described in UNESCO, and ACCU's approach in this field. To enjoy the sound, and moving pictures of ICH, streaming

videos of performing arts in Asia were uploaded in 2005-2006. This databank needs to be revised regularly or have information added.

4. Others

1. **Formal and non-formal education**

Publishing educational books for children on Intangible Cultural Heritage in indigenous languages

As oral traditions in particular are often limited to a specific locality or **group of people**, these should be preserved through the written language and made available to a wider audience through publication. Also, materials relating to the traditional and contemporary intangible culture of the Asia-Pacific region are essential, with the particular emphasis on introducing these materials into school curriculum and general public print and broadcast media. ACCU has produced numerous books, including "Folk Tales from Asia", "Festivals in Asia" and "More Festivals in Asia" under the programme of ACP (Asian/Pacific Copublication Programme).

ACP is a programme jointly organized by ACCU and UNESCO Member States in Asia and the Pacific, started to co-plan, co-edit and co-produce low-priced attractive books and materials for children that would nurture mutual understanding and build pathways to promote cultural diversity in the region. Under this programme 29 titles have so far been produced.

Apart from the ACP, ACCU intends to publish books on "Intangible Cultural Heritage Around You" (tentative) for school children in the Fiscal Year 2007. ACCU hopes that this idea will also lead to encouraging the participation of traditional artists and local creators in identifying and revitalizing intangible heritage.

2. **Animation Co-production Programme in Asia and the Pacific**

Contained in the oral traditions and folktales, we can find abundant wisdom and knowledge that are extremely helpful to understand how to live harmoniously with nature and to consider directions for the future. Animation is one of the most popular techniques and it is also effective when important but rather technical or serious messages are being conveyed. This programme aims to share and promote oral tradition in Asia and the Pacific with people around the world, and to provide them with good quality materials in an enjoyable modern way. Selected tales from the six-volume series "Folk Tales of Asia" in the Asian/Pacific Co-publication Programme (ACP) were developed into animated cartoon videos. In this respect, it could also supplement the promotion of literacy and reading. The programme started in 1992 with the introductory video, "Once Upon a Time..." followed by three titles based on stories from three Asian countries which had been produced by studios in the respective countries by 1997.

Volume 1	"The Princess of Lotus Flowers" (China, Shanghai Animation Film Studio) 1993
Volume 2	"The White Elephant" (India, Ram Mohan Biographics) 1994
Volume 3	"The Dog Who Wanted to Be the Sun" (Thailand, Kantana Animation Co. Ltd.) 1996

ACCU, together with the studios in the respective countries produced the original English Version master tapes in three video systems (PAL, NTSC, SECAM) and encourages **production of local language versions.**

3. Programme on Copyright Promotion

It is an important issue to protect the rights of those who express their own cultures, to encourage cultural and artistic activities from the legal angle and make these rights a priority within the cultural policies of Asian countries, which are now being involved in rapid globalization.

ACCU started a new programme on copyright promotion in 2004 so as to promote better understanding of copyright and to eradicate unauthorized exploitation of intellectual property in the region. A very basic introductory textbook for learners “Asian Copyright Handbook” was published in English, in November 2004. Now all the contents of the Handbook are being released in our APPREB¹ Website <http://www.accu.or.jp/appreb/>. For the effective dissemination of the handbook, ACCU holds national workshops to draft national versions with adaptation to suit learning needs and local situations, in two or three countries every year. So far the workshops have been organised in Viet Nam, Myanmar, and Indonesia in 2005-2006.

5. Conclusion

Traditional bearers or practitioners in the community are often the most important target for awareness-raising activities as they themselves are directly responsible for ensuring that transmission is actually taking place and enjoy the benefits of their ICH. In such a situation, the safeguarding of programmes involving intangible cultural heritage is closely related to the empowerment of the people, which could motivate the local people living under various circumstances to preserve, maintain and revitalize it.

It is recognised that economic development, eradication of poverty, conflict resolution (peace building) and disaster-resistant communities development are the first and most important priorities for countries like Afghanistan, Timor Leste, and other countries. How, therefore, can countries be persuaded to get involved in safeguarding of ICH as promoted in the Convention, while the current generation can hardly survive? We must see the reality of the Member States - it requires multifaceted approaches – there are so many hurdles, which are deeply and crucially rooted in issues like eradication of illiteracy, poverty, discrimination against women and minority people, and enhancement of basic education and so on. There are over 520 million people who cannot read and write in this region. The gender problem is also a big issue- **women** comprise two-thirds of the region’s illiterate population. With ACCU’s expertise over the past 30 years on non-formal education, ACCU can provide a programme to integrate ICH and non-formal education for those people likely to be socially, culturally, politically, and economically disadvantaged and oppressed, thereby contributing to the reinforcement of ICH activities.

¹ **APPREB:** Asia-Pacific Cooperative Programme for Reading Promotion and Book Development, which is a UNESCO network programme for stimulating the flow and exchange of information, and assists in the development of local initiatives. ACCU was chosen by UNESCO in 1993 as the coordinating agency for APPREB.

PART II Current activities (2000's-) [DAY 3]

Following the latest movements of UNESCO, we have been placing special emphasis on the field of Intangible Cultural Heritage by adopting an innovative and strategic policy since 2004, and have been working closely with UNESCO and its Member States in the region, on recording and documentation, transmission of ICH, and education and awareness raising, through various activities of human resource development, heritage management, and information sharing.

Title of the Meeting	Co-organizer	time	No. of participants	Recommendation/ declaration
Promotion of the "Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity"	ACCU, UNESCO	12-16 March 2002	28	
Promotion of Safeguarding Intangible Cultural Heritage	ACCU In cooperation with UNESCO	Osaka, 26 Feb – 1 March 2004	27	
The Safeguarding of Tangible and Intangible Cultural Heritage: Towards an Integrated Approach coorganised by UNESCO	ACCU, UNESCO , Bunkacho (Agency for Cultural Affairs, Japan), and others	Nara, Japan 20-23 October 2004	47	Yamato Declaration
Workshop on Inventory-making for ICH Management	ACCU	Tokyo, 6-11 December 2004	12	Recommended approaches to Inventory-making and Some Examples of Inventory-Making Programmes and Methodologies
Sub-Regional Experts Meeting in Asia on Intangible Cultural Heritage: Safeguarding and Inventory-Making Methodologies	ACCU, ONCC	Bangkok, 13-16 December 2005	100	Practitioners, researchers, administrators shared expertise