

2016 Sub-Regional Meeting for Intangible Cultural Heritage Safeguarding in Northeast Asia: The Role of the Media in Raising Awareness about Intangible Cultural Heritage

Ulaanbaatar, Mongolia, 10-12 October 2016

RECOMMENDATIONS

The Second Northeast Asia Sub-Regional Network Meeting on the Safeguarding of Intangible Cultural Heritage was organized by the UNESCO Beijing Office and the International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the auspices of UNESCO (ICHCAP), and hosted by the Mongolian National Commission for UNESCO from 10 to 12 October.

The meeting was dedicated to the theme “The Role of the Media in Raising Awareness about Intangible Cultural Heritage.”

During the meeting, participants exchanged views on various issues, including media policy related to intangible cultural heritage at the national level, case studies on producing audiovisual contents about intangible cultural heritage, and various ways to establish a cooperation network among broadcasting organizations in Northeast Asia.

Based on the results of the meeting, the participants,

Renewing commitment to the UNESCO 2003 Convention for the Safeguarding of the Intangible Cultural Heritage,

Noting the role of intangible cultural heritage in maintaining peace and promoting the ideas of cultural diversity,

Acknowledging the intrinsic value of the intangible cultural heritage and the fundamental message that intangible cultural heritage is a driver, enabler and guarantee of sustainable development, in particular in the context of the 2030 Agenda for Sustainable Development,

Understanding the need for establishing cooperation both at the international and national levels and aligned with the 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage, the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, and the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions,

Underlining the role of the media as an efficient tool for raising the visibility of intangible cultural heritage and sharing information,

Being aware that global prosperity and sustainable development are possible when we understand and share each other’s heritage as a shared heritage of humanity,

Recognizing the importance of building an international media network for understanding and sharing each other’s heritage and the shared heritage of humanity,

Taking note of the challenges such as harmonization between scientific accuracy and attractiveness of information, and the issue of human rights related to the intangible cultural heritage,

Recognizing the important role of the UNESCO Beijing Office in the sub-regional activities concerning the promotion of the 2003 Convention,

Agree upon the following:

- 1) To raise public awareness about the importance of intangible cultural heritage for social cohesion and sustainable development;
- 2) To raise community awareness, especially among young people, about intangible cultural heritage to further promote the importance of intangible cultural heritage by all means of information and communication;
- 3) To encourage mass media to seek comprehensive knowledge on the 2003 Convention through capacity-building activities;
- 4) To encourage mass media to raise awareness of the public on the importance of intangible cultural heritage;
- 5) To support the development of a regional media production resource pool and joint productions that can play a key role for mutual exchange of information among intangible cultural heritage stakeholders including media experts;
- 6) To encourage line ministries of each Member State to provide comprehensive support for building an audiovisual library of intangible cultural heritage;
- 7) To take measures to produce quality TV / radio programs and documentaries related to intangible cultural heritage, exchange information about producing audiovisual contents, and organize public events.