Selected Cases on

ICH Safeguarding for Sustainable Development

in the Asia-Pacific Region

2024

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CRIHAP **Newsletter**

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of UNESCO

CRIHAP
International Training Centre
for Intangible Cultural Heritage
in the Asia-Pacific Region

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Organizers

International Training Centre for
Intangible Cultural Heritage in the Asia-Pacific Region under the auspices of UNESCO (CRIHAP)

International Research Centre for
Intangible Cultural Heritage in the Asia-Pacific Region under the auspices of UNESCO (IRCI)

International Information and Networking Centre for
Intangible Cultural Heritage in the Asia-Pacific Region under the auspices of UNESCO (ICHCAP)

Preface

Sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The *2030 Agenda for Sustainable Development*, adopted by all 193 member states of the United Nations, is a solution presented by human society to address the challenges of the future.

The UNESCO *Convention for the Safeguarding of the Intangible Cultural Heritage* (hereinafter referred to as the "Convention") emphasizes the relationship between intangible cultural heritage and sustainable development, stating that intangible cultural heritage is both a guarantee and a driving force for sustainable development.

In recent years, "Intangible Cultural Heritage and Sustainable Development" has become a strategic priority within the Convention, constituting an important aspect of international exchanges and cooperation in the field of ICH safeguarding. At the same time, UNESCO encourages States Parties to more broadly implement Article 18 of the Convention, making better use of the *Register of Good Safeguarding Practices* to share the safeguarding experiences of communities and other stakeholders around the world. In collaboration with the UNESCO International Research Centre for Intangible Cultural Heritage in the Asia-Pacific Region (IRCI) and the UNESCO International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region (ICHCAP), we officially launched an "Open Call for Asia-Pacific Cases on ICH Safeguarding for Sustainable Cultural Development" in June this year.

The Open Call is framed around the theme of "Intangible Cultural Heritage and Sustainable Development", covering topics including, but not limited to, "Intangible Cultural Heritage and Education, "Intangible Cultural Heritage and Climate Change", "Intangible Cultural Heritage and Environmental Protection", "Intangible Cultural Heritage and Livelihood or Employment", "Intangible Cultural Heritage and Gender", and "Intangible Cultural Heritage and Youth". It targets relevant communities, groups, individuals, ICH safeguarding organizations, government agencies, universities, research institutions, enterprises, public institutions, sectoral associations, and social organizations across the Asia-Pacific region.

Among the more than 200 cases submitted, 27 representative cases were finally selected after two rounds of initial reviews and an expert review meeting. Of these, 25 are from China, and 2 are from Cambodia and Indonesia, respectively. The applicant organizations for these 27 cases include cultural and tourism authorities, ICH safeguarding centers, drug rehabilitation centers, charitable foundations, sectoral associations, women's federations, universities, enterprises, and relevant institutions from various provinces and cities in China, as well as organizations from the aforementioned countries. The Sustainable Development Goals addressed by these cases include good health and well-being, quality education, gender equality, decent work and economic growth, sustainable cities and communities, responsible consumption and production, climate action, and peace, justice and strong institutions.

We are pleased to see the results of this open call, which clearly demonstrates that, under the guidance of the Convention, individuals and institutions from all sectors of society have made significant efforts to achieve the 2030 Sustainable Development Goals. This is not only the case in China but throughout the entire Asia-Pacific region. The selected cases will also be incorporated into CRIHAP's training programmes. However, this is not our final goal. Through this open call, we hope to raise awareness about the connection between intangible cultural heritage and sustainable development, help people understand the significance of the Sustainable Development Goals, and contribute to the promotion and realization of the 2030 Sustainable Development Goals.

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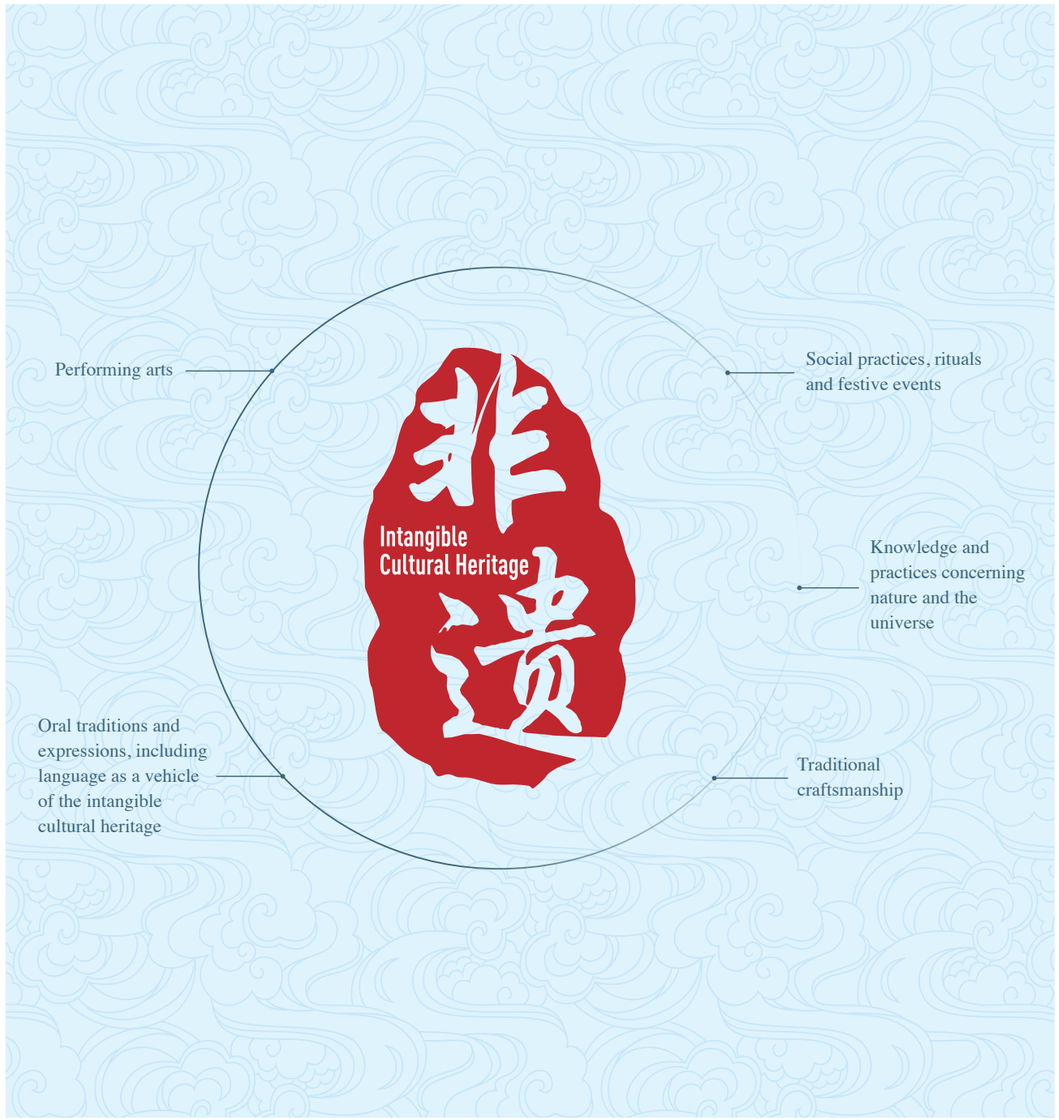
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UN 2030 Agenda for Sustainable Development

















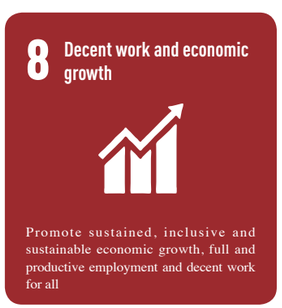


















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China

2024

Mongolian Thangka (Horsehair Thread Barbola Embroidery): National Intangible Cultural Heritage Promoting Employment and Driving Sustainable Development of Tourism

Main Implementer | *Alxa Left Banner Jingang Horsehair Thread Silk Embroidery Co., Ltd.*

Intangible Cultural Heritage

Traditional craftsmanship

This initiative incorporates the horsehair thread barbola embroidery thangka craftsmanship into the educational system by offering relevant courses and training programs. Its goal is to cultivate more bearer and enthusiasts and improve the cultural literacy and employment capabilities of local farmers and herders. Established in 2018, the Mongolian Horsehair Thread Thangka Intangible Cultural Heritage Museum serves to promote the transmission and development of Mongolian Thangka skills, which has simultaneously contributed to local tourism growth. The training centres and workshops, established through the initiative, provide local farmers and herders with opportunities to learn the horsehair thread embroidery technique, enabling them to acquire a job skill, engage in flexible employment, and increase their income.

Through this initiative, over 800 individuals have been trained, with more than 100 people securing flexible employment. The average annual income of employed individuals has increased by more than 20,000 yuan. As the reputation of Mongolian Thangka continues to grow, more people are becoming interested in and engaged with the production and promotion of this traditional art form. This has created a positive feedback loop, forming a sustainable employment ecosystem.



8 Decent Work and Economic Growth





2

China

2024

ICH Research and Training Program: Innovative Practices in Craft Transmission, Product Development, and Brand Building

Main Implementer | *Xinjiang Cultural Development Research Center at Xinjiang University*

Traditional craftsmanship

"ICH Research and Training Program: Innovative Practices in Craft Transmission, Product Development, and Brand Building" has been implemented since 2016. The program focuses on training ICH bearers in multiple counties and cities across Xinjiang, establishing a university-level exhibition hall dedicated to embroidery-related ICH elements, and setting up the "ICH + Interdisciplinary Professor Workstation" model. These initiatives aim to enhance the professional abilities of bearers, expand the pool of ICH bearers, promote employment and income increase for rural women, and contribute to the economic and cultural revitalization of Aheqi County and its surrounding areas. The program also supports the transmission and development of Kirgiz embroidery. Statistics show that the training efforts have benefited 713 bearers from various ethnic groups, with a system of follow-up visits established for ongoing training support. Notably, 712 out of the 713 trainees are women.

Among the 713 trainees, 11 have completed their Master's degrees, and 2 have earned Doctoral degrees. They have made significant achievements through patents filed and papers published on intangible cultural heritage during their training. Many of the trained individuals are now working in the education sector at local government agencies, institutions, universities, and elementary schools, earning a respectable income.





4 Quality Education

5 Gender equality

8 Decent Work and Economic Growth

3

China

2024

The Transmission Program: Promoting ICH in Schools

Main Implementer | *Yige Charity Foundation, Zhejiang Province*



"The Transmission Program: Promoting ICH in Schools" is a medium-to-long-term program focused on developing a series of ethnic cultural courses and enriching extracurricular activities for schools in ethnic minority regions. This initiative provides ethnic culture classes in schools, supporting a 3-5 year cultivation period. The program includes ethnic cultural courses and teacher trainings, the construction of ethnic culture transmission workshops, and the organization of ethnic culture and arts festivals, cultural forums and academic research projects. Its goal is to comprehensively build culturally distinctive schools in mountainous areas, promoting the safeguarding and transmission of local ethnic cultures across the region.

As part of the program, ICH bearers from Liangshan are invited as teachers to train students in traditional ICH skills and teach ICH courses for children in Liangshan, providing decent work opportunities for ICH bearers and improving their living conditions. Since the program was launched in 2022 in Liangshan, Sichuan Province, 42 model schools have joined the initiative, conducting a series of ethnic culture activities in schools and providing professional guidance and empowerment to over 180 participants. Additionally, the program helps spread Liangshan's intangible cultural heritage through various platforms, connecting external resources and creating economic value through the sale of ICH products. This contributes to the cultural and economic development of Liangshan's intangible cultural heritage.





4 Quality Education

8 Decent Work and Economic Growth

9 Industry, innovation and infrastructure

4

China

2024

Xiaguan Tuo Tea House: Promoting Sustainable Development through Tea as a Medium, Bridging Culture, Industry and Technological Progress

Main Implementer | *Yunnan Xiaguan Tuo Tea (Group) Co., Ltd.*





Intangible Cultural Heritage

Traditional craftsmanship

"Xiaguan Tuo Tea House: Promoting Sustainable Development through Tea as a Medium, Bridging Culture, Industry and Technological Progress" integrates the historical and cultural exhibition of tuo tea, national tea processing technology research, and the China (Xiaguan) Tuo Tea Research Center. The initiative combines these functions to implement activities such as showcasing and experiencing ICH techniques, tea tasting, and tea-related cultural exchanges. These activities advocate for a healthy lifestyle, helping people realize their aspirations for a better life, and promoting the integration of local culture and tourism. Located in a production area of more than 100,000 square meters, the Xiaguan Tuo Tea House is part of a "clean, automated, green, intelligent, and standardized" tea production facility. Through tea processing technology research and food safety monitoring, it creates a comprehensive scientific research and experimental platform to drive innovation and sustainable industrial development in the tea industry.

In the two years since its opening, Xiaguan Tuo Tea House has focused on promoting tea culture and has received over 30,000 visitors from more than 10 countries and regions. The Tea House advocates a healthy lifestyle, while also empowering the local tea industry with culture, driving the growth of the local tourism sector, and providing stable and high-quality employment opportunities and growth space for local workers.

3 Good health and well-being

8 Decent Work and Economic Growth

9 Industry, innovation and infrastructure



5

China

2024

“ICH and Youth” Social Practice Initiative Series

Main Implementer | *Shanxi Provincial Intangible Cultural Heritage Safeguarding Center*







The “ICH and Youth” Social Practice Initiative Series has been implemented since 2022, focusing on traditional handicraft elements in Shanxi Province. The aim is to use innovative methods to promote and spread ICH elements and their bearers, allowing students and bearers to connect deeply, cultivate potential bearers, and create a development model that integrates industry, academia and research, while providing targeted employment opportunities for students.

The initiative series utilizes a comprehensive practical mechanism of “field research + project introduction + topic research + innovation and entrepreneurship + transmission and dissemination”. It includes a range of activities such as Youth Exploration, Youth Research, Youth Creation, Youth Presentation, and Youth Transmission. Over the past three years, more than 200 people have participated in the initiative series, involving 7 ICH elements safeguarded at the municipal level.

Through the initiative series, a new model for the integration of “ICH + Five Educations” has been developed to promote sustainable development of quality education. It explores new paths for “ICH +” academic research, empowering the development of quality education. A new platform for “Intangible Cultural Heritage + Youth” has also been established to help youth grow comprehensively and a new form of media for the “ICH + New Media” created to diversify the dissemination channels for quality education.

The “ICH and Youth” Social Practice Initiative Series adheres to the principle of “unity of knowledge and action”, developing a new integration model for “ICH + Five Educations”, promoting the sustainable development of quality education. It also explores a new academic research path for “ICH +,” educating youth with culture and empowering the development of quality education. The programme focuses on multi-dimensional collaboration to build a comprehensive “ICH + Youth” platform to aid youth development. Additionally, it promotes innovation while maintaining tradition to develop a new model of communication and dissemination through “ICH + New Media”, further diversifying the promotion channels for quality education.

4 Quality Education



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China

2024

Guizhou “Village Super League” Series Events Promoting Rural Revitalization

Main Implementer | *Rongjiang County Bureau of Culture, Sports, Radio, Television and Tourism, Guizhou Province*





This initiative leverages the Guizhou “Village Super League” event brand (IP) to allow national audiences to experience Rongjiang’s football history, Miao and Dong ethnic cultures, as well as its distinctive culinary traditions. From 2023 to June 2024, Rongjiang County received a total of 11.803 million visitors, generating a total tourism revenue of 13.088 billion yuan. Over 100,000 people participated in activities such as the Guizhou “Village Super League” tour and ethnic performances. The performances showcased more than 300 ICH elements such as “Dong People’s Grand Song”, “Dong People’s Pipa Song”, “Miao People’s Lusheng Dance”, “Shui People’s Lusheng Bullfighting Dance”, “Yao People’s Pestle Dance”, “Love Story of Zhulang and Niangmei”, and “Dragon and Phoenix Bringing Prosperity”.

The Guizhou “Village Super League” Series Events Promoting Rural Revitalization initiative has led to loca lICH product sales exceeding 2 million yuan, while enriching the cultural lives of local residents and promoting a healthy lifestyle. Additionally, the “Village Super League” has created a platform for exchanges and cooperation, successfully hosting events such as the Hong Kong Celebrity Football Match, Kaka Dream Champion Charity Match, Liberia Friendship Match, Cambodia Friendship Match, and American Hot Dog Friendship Match, facilitating cultural exchanges and friendship between different countries and regions.

3 Good health and well-being

12 Responsible consumption and production







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China

2024

Hanzhong Rattan Weaving ICH Workshop Supporting Rural Revitalization

Main Implementer | *Nanzheng District Cultural Center, Hanzhong City*

Traditional craftsmanship





The "Hanzhong Rattan Weaving ICH Workshop Supporting Rural Revitalization" initiative focuses on developing industry standards for rattan weaving, organizing professional rattan weaving cooperatives, and implementing a model that combines "leading enterprises of bearers + cooperatives of artisans + family workshops of diligent workers + online small shops of e-commerce operators + innovation hubs of creators". This model has given rise to five main handcraft products: rattan weaving, palm weaving, fan weaving, bamboo weaving, and grass weaving. These have been further developed into over 300 varieties across three major product categories: furniture, decoration, and culture and creativity.

Nanzheng District has formed a leadership group for the transmission and development of the ICH industry related to Hanzhong Rattan Weaving, and introduced policies such as the *Opinions on Transmitting and Developing the Hanzhong Rattan Weaving ICH Industry*. These efforts have also included securing special funding to support the rattan weaving industry, constructing integrated "cultivation, breeding and promotion" planting bases, and establishing core zones for green rattan planting and experimental areas for promoting planting technologies. These initiatives are aimed at advancing ICH culture, startup businesses, and the handcraft industry, bringing "small skills" to larger industrial parks.

The programme has employed over 3,200 people in towns such as Huangguan, Qingshu, Hongmiao, Lianghe, and Lianshui, generating an additional income of 12,000 to 30,000 yuan per household annually. Currently, there are 12 "Five Weaving" enterprises and cooperatives in the district, with a total sales revenue of 143 million yuan in 2023. This initiative has fully utilized the advantages of "family workshops" to provide skill training for rural left-behind groups. Over 6,000 trainees have participated in the initiative, and 260 poverty-alleviated individuals have been provided with job opportunities. In addition, 46 rattan weaving family workshops are operating in the district, providing flexible home-based employment for 3,800 people, with an average annual income increase of 4,000 yuan per person.

9 Industry, innovation and infrastructure

12 Responsible consumption and production

13 Climate action



8

China

2024

Yucheng Kiln Literati Zisha Ware Promoting Sustainable Urban Development

Main Implementer | *Yucheng Kiln Culture Research Institute, Jiangbei District, Ningbo City*

Intangible Cultural Heritage

Traditional craftsmanship

The initiative focuses on developing teaching materials for crafting Yucheng Kiln ware, conducting student practice programs, and offering educational courses on ICH in classrooms. It aims to strengthen the system building for transmitting ICH, offering specialized skill training and cultivating talent. By integrating social resources to innovate new methods of ICH transmission, the initiative seeks to expand the brand effect of ICH and implement dynamic safeguarding and living transmission. This initiative enhances the artistic value of Zisha ware, shifting focus from raw materials to promoting the sustainable use of these resources, improving the protection and utilization of Zisha resources from all aspects, thus contributing to environmental conservation.

The entire process of Yucheng Kiln Literati Zisha, from production to consumption, promotes a healthy lifestyle for society, industry practitioners, and consumers. It brings art into daily life and injects cultural and artistic elements into the Zisha industry. This new approach expresses the value of intangible cultural heritage while rationally exploiting raw materials and protecting the environment. Additionally, the development of cultural and creative products helps enhance public aesthetics, advocates for a healthy lifestyle, and meets people's aspirations for a better life. Yucheng Kiln has become a cultural brand for the city, contributing to urban cultural development and promoting sustainable urban growth.





3 Good health and well-being

4 Quality Education

11 Sustainable cities and communities

9

China

2024

The Magic Blade, a Hakka ICH Immersive Experience Project from Yongding Tulou, Fujian

Main Implementer | *Tencent Technology (Shanghai) Co., Ltd.*







This project is themed around "The Magic Blade" digital IP. It follows the principle of holistic ICH safeguarding, combining natural and cultural heritage conservation with ICH safeguarding. The project leverages the Hakka culture (western Fujian) ecological protection experimental zone and features five national-level ICH items, such as the construction techniques of the Hakka Tulou, two provincial-level ICH items like the Longyan Yongding Hakka mountain songs, and four municipal-level ICH items such as the Hakka Spring Festival cattle welcoming ceremony.

The project brings game players from the online world to the offline experience, creating a diversified immersive cultural tourism experience that includes "cultural heritage + immersive theater + themed homestays + e-sports events". The experience invites national-level ICH bearerXu Songsheng to guide the restoration of the Huanxinglou, a 500-year-old Tulou house. Huanxinglou serves as the project implementation site, which is aligned with the rural industry revitalization and tourism development strategy of Yongding District. The project leverages digital IP and technology to revitalize intangible cultural heritage and contribute to the development of rural tourism.

According to statistics, 86% of game users search for "Yongding" when looking for "*The Magic Blade*, a Hakka ICH Immersive Experience Project from Yongding Tulou, Fujian". During the 2023 Chinese New Year (Spring Festival), the project received 669,300 visitors, a 14.89% increase from 2019. Huanxinglou, with a history of 500 years, served as the main venue, generating over 13 million yuan in total revenue in 2023. The project also created nearly 100 new jobs, providing an annual income increase of over 10,000 yuan per person. This initiative effectively solved the employment issues of surplus labor and stimulated the growth of related industries such as transportation and services, opening up new pathways to prosperity for the local population. The project has helped ensure that farmers in the area and surrounding regions enjoy equal public services and social security, contributing to urban-rural integration and sustainable development.

8 Decent Work and Economic Growth

12 Responsible consumption and production



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China

2024

Light of Intangible Heritage Illuminating the Future of Juvenile Drug Addicts

Main Implementer | *Chongqing Juvenile Rehab Centre*

Traditional craftsmanship

This initiative utilizes intangible cultural heritage to help juvenile drug addicts to quit drugs. By exploring the new approach of "ICH + drug rehabilitation", the initiative incorporates Chinese traditional cultural elements, such as leaf carving, into education and correction for juvenile addicts. Through deeply exploring the spiritual essence of intangible cultural heritage and applying its traditional cultural values, the program educates and guides addicts to develop a correct outlook on life, the world, and values. It also helps to regulate behavior, improve psychological health, cultivate good morals, and enhance the employment and entrepreneurial skills of addicts as they reintegrate into society.

As a special education institution, the center actively explores the best integration points and innovations between ICH culture and drug rehabilitation, in line with the Ministry of Education's recommendation to normalize "Promoting ICH in schools". It ensures that juvenile addicts have lifelong learning opportunities, providing inclusive and equitable education and contributing to social stability and development.







4 Quality Education

16 Peace, justice and strong institutions

11

China

2024

Yile Workshop: Support Program for the Home-based Employment System for Disabled People Handcrafting Chinese Knots

Main Implementer | *Changchun Xinyu Volunteers Association*

Intangible Cultural Heritage

Traditional craftsmanship

This public welfare initiative is designed to help disabled individuals integrate into social life. It offers Chinese knot weaving training courses for people with disabilities, fosters Chinese knot weaving teams, expands sales channels, and develops products made from Chinese knots. These efforts have improved the income and employment system for local disabled individuals. According to statistics, in recent years, Yile Workshop has held 46 Chinese knot weaving training sessions across 26 areas in Jilin Province, fostering the transmission and enhancing visibility of Chinese knot weaving in various counties and small towns.

The initiative has helped over 1,500 disabled people learn the traditional art of Chinese knot weaving, 93% of whom are women, and 45% are individuals with severe disabilities. The initiative has provided a path for these individuals to find home-based income opportunities, offering an effective solution for their social reintegration. Over 150 display windows have been set up locally to showcase their work, turning their creations into marketable products while ensuring the sustainability of the initiative. By supporting the transmission of intangible cultural heritage, this program empowers traditional craftsmanship, enabling disabled individuals to achieve home-based employment. It has not only improved the lives of many disabled individuals but also provided them with a sense of belonging and value.







5 Gender equality

8 Decent Work and Economic Growth

10 Reduced inequalities

12

China

2024

“Colorful Pu’er” Initiative for Promoting Sustainable Livelihoods among Women of Wa Ethnic Group

Main Implementer | *Pu’er Municipal Women’s Federation*

Intangible Cultural Heritage

Traditional craftsmanship

This initiative fosters cultural transmission and empowers women by providing them with new opportunities for stable, sustained income through traditional brocade weaving techniques. The programme aims to inspire innovation and creativity among women, enhancing their economic and social standing. Through training and economic and cultural empowerment, it advances the implementation of the “Colorful Pu’er” women’s entrepreneurship initiative. The progamme focuses on exploring Wa people’s weaving culture, developing brocade products, and offering training for female embroiderers, thereby promoting the development of a full industrial chain around Wa people’s embroidery and weaving. The goal is to transform handcraft skills into economic output, improving the overall quality of life and sustainable development capabilities of Wa women. It encourages female entrepreneurship, provides financial support and loan policies, and promotes women’s participation in the labor market. These measures help improve the living conditions of Wa women, boost regional economic development, and enable women to leverage their strengths to create wealth for their families and communities. Ultimately, it raises the social status and recognition of Wa women, empowering them to play an active role in transmitting and developing Wa ethnic culture.

The initiative uses Ximeng County as a pilot, establishing master studios. Surveys of companies and individuals engaged in or interested in weaving and embroidery have been carried out to offer categorized guidance. Three pilot counties and four master studios have been set up. Ximeng Impression Ethnic Culture Co., Ltd. has employed over 3,800 skilled handweavers, producing 20,000 handmade brocade products, which are sold both domestically and internationally. This initiative has provided employment opportunities for over 5,000 rural women in the county, with each woman earning an average income of over 8,600 yuan.









5 Gender equality

8 Decent Work and Economic Growth

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China

2024

Fuzhou Cross-Strait Folk Culture Festival

Main Implementer | *Fuzhou Municipal Cultural Center (Fuzhou Municipal Intangible Cultural Heritage Safeguarding Center)*

Social practices, rituals and festive events

Since its inception in 2008, the Fuzhou Cross-Strait Folk Culture Festival has been dedicated to promoting cultural interaction and integration across the Taiwan Strait, transmitting and safeguarding intangible cultural heritage, and supporting sustainable community development. The festival enriches cultural displays through a variety of activities such as traditional dance, music, drama, and folk arts, combined with stage performances, folk parades, and interactive handicraft experiences.

By utilizing modern technologies like live streaming and virtual reality, the festival enhances audience experiences and expands the reach of intangible cultural heritage from both sides of the Taiwan Strait, including She people's ethnic dance, Amis folk song and dance, Gaoshan people's music, Min opera, Fuzhou storytelling, Shoushan stone carving, Fuzhou lacquer ware, Meinong oil paper umbrellas, and Mazu paper sculptures. This has attracted millions of viewers.

The festival primarily benefits historical and cultural neighborhoods in Fuzhou, such as the Three Lanes and Seven Alleys, Shangxiahang, and Liangcuo. By participating in the festival, the local community residents have deepened their sense of cultural identity and contributed to local economic and social development.

The Fuzhou Cross-Strait Folk Culture Festival not only highlights Fuzhou's unique advantages in promoting cross-strait integration but also showcases its image as an inclusive, safe, and disaster-resilient city. Moreover, by presenting and experiencing the diverse cultures of both sides of the Taiwan Strait and various ethnic groups, the festival fosters emotional connections among compatriots, bridges psychological gaps, and injects new vitality into the city's sustainable development.

11 Sustainable cities and communities







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China

2024

Practice of Tai Chi as a Healthy Lifestyle

Main Implementer | *Taijiquan Professional Committee under the China Association for Safeguarding Intangible Cultural Heritage, Henan Polytechnic University*

Intangible Cultural Heritage

Knowledge and practices concerning nature and the universe

The programme is based on the two major Taijiquan communities in Jiaozuo City, namely Chen-style Taijiquan and He-style Taijiquan, and integrates research and education. A series of initiatives have been implemented, such as the establishment of the country's first Taijiquan laboratory to initiate research on Taijiquan sports prescriptions; the creation of the first provincial-level key academic discipline for Taijiquan to build a high platform for Taijiquan talent cultivation in higher education; the establishment of experimental classes for undergraduate and graduate students in Taijiquan to train high-end professionals; collaboration with the KEEP company to jointly develop a Taijiquan KEEP course to promote the "youthful" and "fashionable" development of Taijiquan; the establishment of the first overseas "Taijiquan Classroom" in Milan, Italy, as well as the organization of international youth Taijiquan summer camps and cultural exchanges among international universities. These efforts comprehensively promote the transmission and safeguarding of Taijiquan, while guiding the development of a healthy lifestyle represented by Taijiquan to serve the health and well-being of the public.

The popularization and promotion of Taijiquan as a practical case not only allows people to gain a deeper understanding of Chinese traditional culture, but also helps them experience the health benefits Taijiquan brings, contributing to the promotion of public health. Additionally, Taijiquan has played a role in improving community livelihoods. The widespread adoption and development of Taijiquan have stimulated the rise of related industries, such as Taijiquan education and training, and the manufacturing of Taijiquan cultural products, providing more employment opportunities and economic growth points for local residents. Through the deep integration of Taijiquan with industries like tourism, sports, education, and wellness, Jiaozuo City has driven the high-quality development of its economy and society.







3 Good health and well-being

8 Decent Work and Economic Growth

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China

2024

Abacus and Mental Arithmetic Education in Jiangsu Province Advancing Innovation in High-Quality Development

Main Implementer | *China Abacus and Mental Arithmetic Association*



4 Quality Education

This initiative is a systematic project guided by the China Abacus and Mental Arithmetic Association and promoted by the Jiangsu Provincial Abacus Association to sustain the practice and transmission of abacus and mental arithmetic in Jiangsu. After over 30 years of pilot programs and experiments, this initiative has explored a new path for the integrated development of "abacus transmission and national education practice". Through the combined efforts of finance and education, abacus education continues to be implemented in vocational colleges across Jiangsu, supporting the sustainable development of abacus education through vocational training, advancing museum construction, and enhancing the role of safeguarding, transmission and public outreach.

Jiangsu Province has conducted abacus and mental arithmetic education experiments in pilot elementary schools across all communities, cities, counties (districts), and vocational colleges specializing in accounting. There are over 300 experimental schools for abacus and mental arithmetic education in elementary schools, with more than 400,000 participating students. Public cultural institutions, such as the Nantong China Abacus Museum, have actively carried out social education initiatives, engaging with surrounding subdistricts and communities. These institutions continuously offer diversified public exhibitions on the history and culture of abacus, its living transmission and educational programs, committed to the motto of "conveying moral values through the abacus, cultivating people through culture". In 2018, the Nantong China Abacus Museum launched a pilot course on "Abacus and Mental Arithmetic Teaching Theory and Practice for Elementary School Education" aimed at training for normal university students. This initiative not only addresses the issue of training qualified teachers in abacus education from the source but also broadens employment opportunities for future teachers.







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China

2024

“Taijiquan in One Single Map”: Safeguarding and Transmitting Taijiquan with Digital Technology

Main Implementer | *Henan Provincial Center for Intangible Cultural Heritage Safeguarding and Intelligence*





“Taijiquan in One Single Map: Safeguarding and Transmitting Taijiquan with Digital Technology” is an initiative developed by the Henan Provincial Center for Intangible Cultural Heritage Safeguarding and Intelligence under the guidance of the Henan Provincial Department of Culture and Tourism. The initiative leverages big data, knowledge graphs, artificial intelligence, and other technologies to create a “universally accessible, fully participatory” ICH safeguarding and fitness program. This programme comprehensively and meticulously showcases knowledge related to Taijiquan, documenting the transmission networks and talent pools from various communities. It incorporates AI drawing and Taijiquan mapping functions, innovating communication methods to enhance interactivity. As a result, the public can more easily find nearby Taijiquan practice locations, further promoting the widespread adoption and development of Taijiquan, with the goal of promoting public health and sharing high-quality education, while also serving gender equality.

The initiative breaks down geographical, age and location barriers, offering flexible, diverse and equal learning opportunities for people with varied needs. This approach encourages individuals to continue learning and growing across different stages and fields, integrating Taijiquan as a healthy and positive lifestyle into daily life. Learners can also encourage and support each other online, advancing together, which plays an important role in creating an equitable and inclusive environment where all individuals can enjoy lifelong learning opportunities.

3 Good health and well-being

4 Quality Education



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China

2024

“ICH + Youth”: Suzhou Development Program for New Youth Talents in ICH

Main Implementer | *Suzhou Municipal Administrative Office for the Safeguarding of Intangible Cultural Heritage*



The initiative aims to inspire young people’s passion for safeguarding intangible cultural heritage and to cultivate more young bearers of traditional craftsmanship, ensuring the sustainable transmission and development of intangible cultural heritage. The program is implemented through establishing a database for young ICH talents, expanding showcase platforms, offering training for young ICH talents, and attracting more young enthusiasts.

Since the launch of the initiative in 2022, a number of activities have been organized, such as the first Suzhou Youth Handicraft Talent Selection Competition, the construction of a talent database for individuals under the age of 40, Gusu Local Talent (Artisans) Exhibition and the Suzhou Intangible Cultural Heritage New Talent Exhibition, and the Suzhou Youth Intangible Cultural Heritage New Talent Training Camp. These activities have encouraged more young people to join in safeguarding and transmitting intangible cultural heritage. By June 2024, 61 ICH courses across 39 schools in Suzhou had been recognized as exemplary cases for the “Intangible Cultural Heritage into Schools” initiative.









4 Quality Education

11 Sustainable cities and communities

18

China

2024

Building a Communication Platform for Shared Prosperity through the Grand Canal Traditional Craft Workstations

Main Implementer | *Gongshu District Bureau of Culture, Radio, Television, Tourism and Sports, Hangzhou City*

Intangible Cultural Heritage

Traditional craftsmanship





The initiative fully leverages the city's resource advantages and the cultural strengths of the Grand Canal. It is based on the construction of a provincial-level Grand Canal Cultural Heritage Ecological Protection Zone and aims to create a high-quality service circle, an urban-rural interactive ecological circle, a shared prosperity circle, and an intangible cultural heritage communication circle through measures such as enriching content, opening pathways, establishing links, and expanding coverage. The initiative has promoted the creation of the "Grand Canal Urban Intangible Cultural Heritage Reception Lounge" shared space, the "Grand Canal Flower Umbrella Market" shared prosperity market, and the "Grand Canal Intangible Cultural Heritage Industry Cluster" shared prosperity system. It has connected 26 ICH workshops across the district, reaching into rural areas to establish urban-rural interactive channels, linking workshops, and connecting upstream and downstream enterprises. The workstation has established a comprehensive media system and focused on sharing typical cases of ICH marketable transformation, discussing marketable transformation elements, and analyzing the market for ICH products. The initiative has also launched the "Walking Program", innovating communication methods to enhance the vibrancy of outreach.

The initiative has collaborated with "Gifts on the Road" for live-streaming sales, worked with universities to launch the "One River Linking Hundreds of Arts" Grand Canal Intangible Cultural Heritage Innovation Design Camp, and initiated the "Shuttle Journey" along the Beijing-Hangzhou Grand Canal. It has strengthened ICH databases, developed digital ICH, and built interactive platforms, benefiting local craftsmanship such as fan-making (Wang Xing Ji fans), woodblock printing, handwoven textiles, and the production of Tianzhu chopsticks, all of which are inventoried ICH items at the national, provincial, municipal, or district levels. Through the development of ICH cultural and creative products and the construction of ICH workshops, the initiative has generated more revenue for related enterprises, practitioners and bearers in the ICH industry chain. As a result, ICH enterprises have seen an annual revenue increase of over 800 million yuan, with more than 1,300 new jobs created.

8 Decent Work and Economic Growth

11 Sustainable cities and communities



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China

2024

Fostering the Comprehensive Development of Youth through Local Traditional Opera

Main Implementer | *Hongkun Traditional Opera Culture Transmission and Practice Center, Hunan Province*

Performing arts

4 Quality Education

"Fostering the Comprehensive Development of Youth through Local Traditional Opera" is an initiative carried out by Hongkun Traditional Opera Culture Transmission and Practice Center under the guidance of the cultural and educational authorities of Hunan Province. The initiative, which promotes the integration of traditional opera into education, is part of the "Three Integrations" programme —"Integrating into Reading Materials, Integrating into Classrooms, and Integrating into Campuses". This initiative has been implemented across 19 provinces nationwide for 18 years and has developed a sustainable path for the transmission of traditional opera culture and aesthetic education in schools. It combines activities such as producing opera animations, compiling opera culture textbooks, organizing lectures on opera culture, training opera teachers, offering aesthetic education courses on opera, establishing opera clubs, and organizing opera performances and thematic events.

Since its launch in 2006, the initiative has provided aesthetic education in traditional opera to 5,000 elementary schools across 19 provinces, trained 4,000 teachers, donated 100,000 opera-related books to hundreds of schools, and organized opera education showcases for the public. The initiative aims to create a comprehensive, full-spectrum, and ecologically integrated system for the transmission and innovative development of aesthetic education on Chinese operas. .













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China

2024

Qingshen Bamboo Weaving: Using Bamboo Instead of Plastic to Create a Green Bamboo-Inspired Lifestyle

Main Implementer | *Qingshen County Yunhua Bamboo Travel Co., Ltd, Sichuan Province*

Intangible Cultural Heritage

Traditional craftsmanship

It is a comprehensive initiative aimed at promoting ICH safeguarding, addressing climate change, and contributing to ecological sustainability. This initiative is based on the 200,000 acres of bamboo forest resources and 150 kilometers of bamboo forest landscape in Qingshen County, Meishan City, Sichuan Province. It focuses on the transmission, safeguarding and creative transformation of Qingshen Bamboo Weaving, a national-level ICH item.

By unlocking the unlimited potential and vibrant vitality of Qingshen Bamboo Weaving, the project creates a diverse range of "bamboo as a substitute for plastic" applications and leads a new trend of green, low-carbon and environmentally-friendly lifestyles. It aims to make bamboo-inspired green living easily accessible and continuously strives to promote sustainable social, economic and cultural development in the local community.

The project integrates five series of bamboo products, including flat bamboo weaving, three-dimensional bamboo weaving, porcelain-based bamboo weaving, simulated bamboo weaving, and bamboo furniture, with over 3,000 varieties into everyday community life. On one hand, it guides the public to reduce plastic use, protect the environment, and address climate change. On the other hand, it motivates bamboo weaving bearers, providing opportunities for rural left-behind women, the elderly, and people with disabilities to work from home or engage in flexible employment. The project also attracts young people every year to participate in bamboo weaving study tours, experiences and heritage activities, nurturing a new generation of practitioners for the craft.











8 Decent Work and Economic Growth

11 Sustainable cities and communities

13 Climate action

21

China

2024

Miao Embroidery Revitalizing the Village: Sustainable Livelihood Activities through Miao Embroidery in Songtao, Fanjingshan, Guizhou

Main Implementer | *Suzhou Art & Design Technology Institute*



Traditional craftsmanship

This initiative combines the safeguarding of intangible cultural heritage with the conservation of natural and cultural heritage, with ongoing explorations and practices carried out in the World Heritage site of Fanjingshan in Tongren, Guizhou to promote the transmission and safeguarding of Miao people's embroidery skills in Songtao while supporting local sustainable livelihoods.

With this initiative, a long-term communication mechanism with six Miao embroidery bearers from Dawan Village has been established and four training sessions themed on "intangible cultural heritage contributing to rural revitalization" organized. Over 20 ICH poverty alleviation workshops have also been established. To date, the initiative has benefited more than 200 participants, including 75 people such as workshop founders, cooperative leaders, and ICH cultural and creative brand holders. It has helped address the employment needs of 17 people in the local community. The project team has also collaborated with Guizhou Normal University to carry out comprehensive planning and special design for Dawan Village, creating distinctive homestays and ecological conservation areas, while promoting the Songtao Dawan brand image. Furthermore, two "Intangible Cultural Heritage + Tourism" routes have been developed to increase local livelihood sources and support the integration of culture and tourism.

The four training sessions and the establishment of over 20 ICH poverty alleviation workshops have directly benefited more than 200 participants, providing guidance and helping solve employment issues for 17 members of the local community. The development of two "Intangible Cultural Heritage + Tourism" routes has provided strong support for increasing livelihood sources in the local community and exploring the integration of culture and tourism.





8 Decent Work and Economic Growth





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China

2024

“Genius Moms” Public Welfare Initiative

Main Implementer | *China Women's Development Foundation*

Intangible Cultural Heritage 非遗

Traditional craftsmanship

“Genius Moms” is a long-term initiative launched and implemented by the China Women's Development Foundation, focusing on enhancing the development capabilities of disadvantaged women through the transmission of intangible cultural heritage. This initiative supports low-income women bearers of traditional crafts by helping them establish “Genius Moms” Dream Workshops and Experience Centers, among other programmes. It addresses the pain points and real needs of women working in the field of ICH crafts. Building upon its existing empowerment training and financial support models, the initiative places greater emphasis on creating showcase platforms, empowering women through cultural and creative designs, and linking them with market resources. Through exhibitions, public study programs, and advocacy, the initiative creates a full-cycle public welfare support network. This provides more opportunities for women to showcase their crafts, helps ICH products integrate into the market, boosts women's economic income, and promotes the integration of ICH with rural tourism, contributing to the sustainable development of women and rural communities.

Since its launch in 2019, the initiative has raised over 24 million yuan from the private sector, established 37 ICH workshops in 14 provinces, covering more than 20 traditional crafts, including batik, Li brocade, and embroidery. It has helped over 8,000 low-income female bearers secure home-based employment, benefiting approximately 80,000 individuals. The initiative not only helps disadvantaged women expand their horizons, boost self-awareness, and achieve personal independence, but also raises awareness of ICH safeguarding within local communities and increases the participation and contribution of intangible cultural heritage in rural community development. It has made significant contributions to promoting sustainable economic growth, driving the integration of culture and tourism, and facilitating urban-rural integration.











1 No poverty

5 Gender equality

8 Decent Work and Economic Growth

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China

2024

“Thousand Schools Programme” for the Safeguarding and Transmission of Intangible Cultural Heritage in Inner Mongolia

Main Implementer | *Inner Mongolia Autonomous Region Academy of Arts (Inner Mongolia Autonomous Region Center for the Safeguarding of Intangible Cultural Heritage)*



The “Thousand Schools Programme” is an educational initiative launched by the Inner Mongolia Autonomous Region Academy of Arts, aimed at promoting ICH education across schools of all levels in the region. The initiative provides unified guidance and evaluation for ICH teaching activities in schools included in the “Thousand Schools Programme”. It incorporates traditional Mongolian long-tune folk songs, khöömei (throat singing), and horse-head fiddle music into the curriculum, ensuring that students in ethnic minority and remote areas have access to high-quality education on excellent traditional culture. The programme also places particular emphasis on providing educational resources for female students, making efforts to promote gender equality and healthy and sustainable development of the local cultural ecosystem.

In the first phase of the “Thousand Schools Programme”, over 70 schools signed teaching cooperation agreements on ICH transmission and safeguarding. The initiative has benefited more than 5,000 students, with a total funding of 9.43 million yuan. More than 100 performances showcasing the students’ work have been organized as part of the programme.







4 Quality Education

5 Gender equality

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China

2024

Learning Intangible Cultural Heritage with the Seasons: “24 Solar Terms” Study Course Series

Main Implementer | *China National Arts and Crafts Museum (China Intangible Cultural Heritage Museum)*



The “24 Solar Terms” Study Course Series is a long-term comprehensive program launched by the China Intangible Cultural Heritage Museum, aimed at enhancing young people’s understanding of traditional culture, particularly intangible cultural heritage. The programme is primarily based on the traditional knowledge of the “24 Solar Terms” and adopts a “museum exhibition + education” model, offering study activities for children aged 6 to 14.

The program includes lectures on traditional agricultural culture and the knowledge related to the solar terms, as well as teaching how to make ICH dishes using traditional cooking methods. The goal is for young people to recognize the importance of natural cycles in food production, guide them and their families, as well as related communities, to reduce food waste and understand the significance of eradicating hunger from a sustainable production perspective.

The programme also incorporates over 40 ICH items, such as the blue printed cloth dyeing technique, to offer community-based, educational and enjoyable experience activities for the promotion of intangible cultura lheritage.

So far, the program has developed 10 complete sets of courses, primarily focusing on five key activities: studying historical customs, exploring solar term exhibits, appreciating classic poetry, creating solar term handicrafts, and making solar term dishes. 20 on-site events have been organized, with more than 800 participants. The programme’s information has been viewed over 130,000 times on the official website of the China Intangible Cultural Heritage Museum and has been shared more than 4,000 times.













2 Zero hunger

3 Good health and well-being

4 Quality Education

13 Climate action

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China

2024

“Xinhuo Initiative”: Intangible Cultural Heritage Transmission Program

Main Implementer | *Zhejiang Provincial Center for the Safeguarding of Intangible Cultural Heritage (Zhejiang Provincial Intangible Cultural Heritage Museum)*





The “Intangible Cultural Heritage Transmission Program” is a demonstrative and leading initiative for public education launched by the Zhejiang Provincial Intangible Cultural Heritage Museum. The program follows the principle of “Transmission for the Future”, building on the transmission, safeguarding and promotion of numerous representative ICH elements in Zhejiang Province. Through four sub-projects, including developing targeted guidebooks, offering ICH study courses, providing branded ICH-themed study tours, and hosting ICH events in schools, as well as themed competitions and submissions, the program aims to promote the sharing of quality education resources and healthy lifestyles among local communities, help relevant groups obtain decent employment, and contribute to local economic growth.

As of the end of August 2024, over 900,000 people have participated in the Transmission Program. The distribution of participants is as follows: 27.99% are aged 0-16, 16.34% are aged 17-29, 25.27% are aged 30-39, and 12.6% are aged 40-49. Taking the ICH Study Course as an example, by the end of August 2024, 154 study activities have been held, covering over 50 representative ICH elements, with 2,940 participants in total.



3 Good health and well-being

4 Quality Education

8 Decent Work and Economic Growth

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Cambodia

2024

Lakhaon Bassac: Creating Decent Jobs for Local Communities

Main Implementer | Department of Culture and Fine Arts, Siem Reap province, Cambodia

Performing arts

Intangible Cultural Heritage 非遗

Lakhaon Bassac: Creating Decent Jobs for Local Communities highlights the efforts of the Department of Culture and Fine Arts in Siem Reap, working with Bassac theatre specialists from Phnom Penh to support and revitalize local Bassac troupes. Through short-term training programs and resource integration, the project aims to prevent the decline of Bassac theatre in Siem Reap. Key achievements include mapping 12 active Bassac troupes, improving the quality of performances by standardizing and enhancing stage productions, and certifying all regional troupes to ensure recognition and legal protection. Furthermore, the project fosters the development of sustainable cities and communities by creating opportunities for cultural tourism and generating economic benefits for the Bassac theatre artists.

Concerning Sustainable Development Goal 4 (Quality Education), this project provides educational opportunities through training programs for artists at the Regional School of Fine Arts and local Bassac troupes, ensuring the preservation and transmission of Bassac theatre knowledge to younger generations. Regarding Sustainable Development Goal 8 (Decent Work and Economic Growth), the project enhances the livelihoods of Bassac theatre artists by improving their performance quality, providing certification and legal protection, and creating opportunities for cultural tourism. These efforts contribute to economic growth by offering sustainable employment and income-generation opportunities for the artists within their communities.



4 Quality Education

8 Decent Work and Economic Growth











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Indonesia

2024

Empowering Sustainable Development in Local Communities with Sasak Wayang

Main Implementer | Wayang Sasak Puppeter Foundation











Empowering Sustainable Development in Local Communities with Sasak Wayang contributes to the sustainable development of Sasak Wayang performances in Lombok, Indonesia, through a range of innovative initiatives. These include establishing the Sasak Wayang School of Puppetry to educate new generations of puppeteers, introducing environmentally friendly "bottle puppets" made from plastic waste, running a culture-based literacy movement, and providing training and advocacy for underprivileged puppeteer groups. The foundation has also engaged in research on Sasak puppetry, translated traditional performances into Indonesian to make them more accessible, and made original Sasak puppet music available online. As a result, Sasak Wayang performances are increasingly featured in various events, including tourism-related activities, and the number of active puppeteers in the region is growing, notably with the emergence of the first female puppeteer in Lombok.

This project supports Quality Education (SDG 4) by establishing the Sasak Wayang School of Puppetry, which educates new generations of puppeteers and promotes culture-based literacy through traditional art forms. The school also makes Sasak puppetry accessible to younger audiences by engaging them in creative learning activities, including the introduction of bottle puppets made from plastic waste. Additionally, it contributes to Decent Work and Economic Growth (SDG 8) by providing training and resources to underprivileged puppeteer groups, increasing their visibility and performance opportunities. This initiative has led to the revival of Sasak Wayang performances, contributing to the local economy, particularly through cultural events and tourism.

4 Quality Education

8 Decent Work and Economic Growth

