CAPACITY BUILDING COURSE

Day 4
11 November 2025, Helsinki

Safeguarding living heritage

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Intangible Cultural Heritage

Museovirasto
Museiverket
Finnish Heritage Agency

WORKSHOP
INTANGIBLE
HERITAGE BE

FLAME

AGENDA | 11 November 2025

in person *(Helsinki)*

9.00 am		**Food for thought – Recent Developments**
10.00 am		**Workshops: Learning to develop Safeguarding planning** ***(part 2 – parallel sessions: group work)***
12.30 pm		*LUNCH (self paid)*
1.30 pm		**Group Work – Safeguarding with multiple stakeholders**
3.30 pm		***Learning Network session and Closing***
4.30 pm		*End*

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Safeguarding living heritage

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Food for thought: Recent developments in the UNESCO 2003 Convention & safeguarding **living heritage**

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YOUR VIEWS ?

What do you see as contemporary (21st Century) challenges for living heritage?

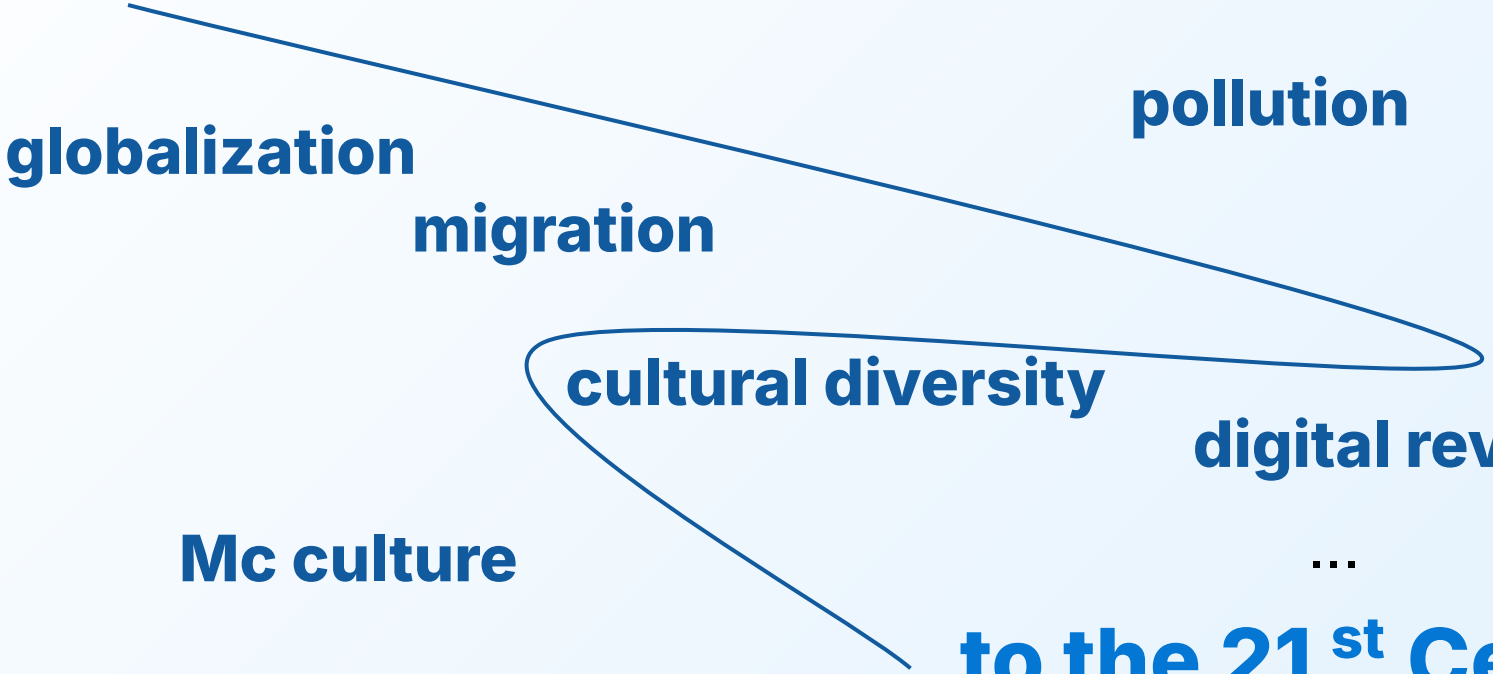


via Slido

Recent developments

- Ethics
- Sustainable Development
- Overall Results Framework
- Thematic Development
- ICH and emergencies
- AI
- Integrated heritage approaches
- MONDIACULT – towards the CULTURE Goal

Turn of the 20th Century



Twenty years later

Reggae
UNESCO
heritage

overtourism

youth for climate

mental
wellbeing

Decolonization debates

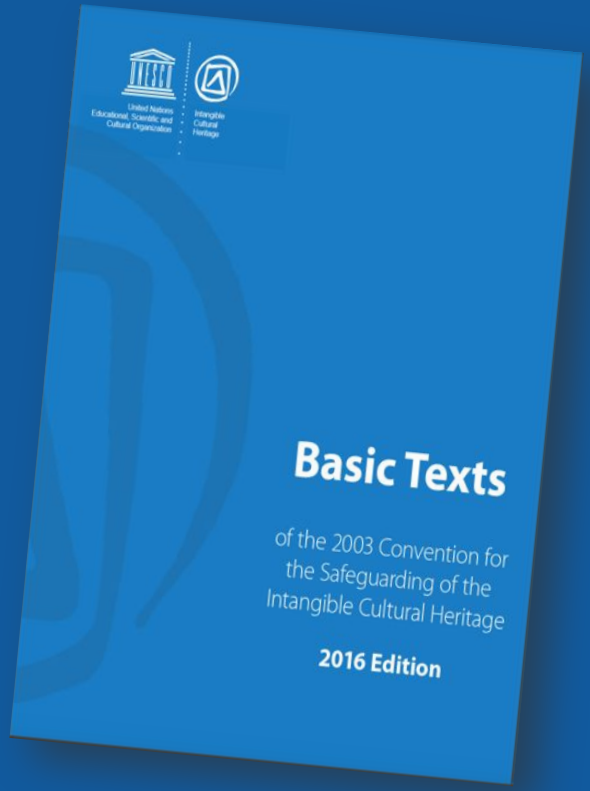
missing
traditions in
pandemics

rise of local production
and consumption

War and conflicts

...

ICH & ETHICS


United Nations Educational, Scientific and Cultural Organization
Intangible Cultural Heritage
Basic Texts
of the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage
2016 Edition

Ethical questions and debates







Ethical Principles

Communities **primary role** in safeguarding
rights - **mutual respect**

transparent collaboration
free, prior, sustained and informed consent
Access

not be subject to external judgements of value or worth
protection of moral and material interests

dynamic and living nature of ICH

assess **impact** - determine **threats to heritage**
incl. decontextualization, commodification and misrepresentation

Cultural diversity, **gender** equality, **youth**
general interest to humanity & **cooperation**

https://ich.unesco.org/en/ethics-and-ich-00866



ICH & Sustainable development

2016 Chapter VI

of the ODs



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Intangible Cultural Heritage

ICH and Sustainable development

https://ich.unesco.org/en/sustainable-development-and-living-heritage

Chapter VI - ICH and Sustainable development

Follows UN 2030 Agenda for Sustainable Development

- ✔ **Inclusive social development**: food security, health care, quality education, gender equality, access to clean and safe water and sustainable water use
- ✔ **Inclusive economic development**: income generation and sustainable livelihoods, productive employment and decent work, impact of tourism on safeguarding ICH and vice versa
- ✔ **Environmental sustainability**: knowledge and practices concerning the nature and the universe, environmental impacts in safeguarding ICH, community-based resilience to natural disasters and climate change
- ✔ **ICH and peace**: social cohesion and equity, preventing and resolving disputes, restoring peace and security, achieving lasting peace


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Intangible Cultural Heritage
COSTUMES
FESTIVALS
DANCE
UNESCO

Intangible cultural heritage

is like a cultural equivalent of biodiversity

it is a range of creative solutions that people have come up with over time about how and where we live together.

it gives people a sense of identity and continuity,
it is a mainspring of **cultural diversity**,
and through its diverse and practical wisdom it contributes to
sustainable development in our world.

Chapter VI (continued)

Two-fold approach:

- Suggestions for using ICH **as a tool (enabler / driver) for Sustainable Development**

- Encourages States Parties **to integrate** the safeguarding of ICH in their legislation, policies and strategies on cultural and other development areas

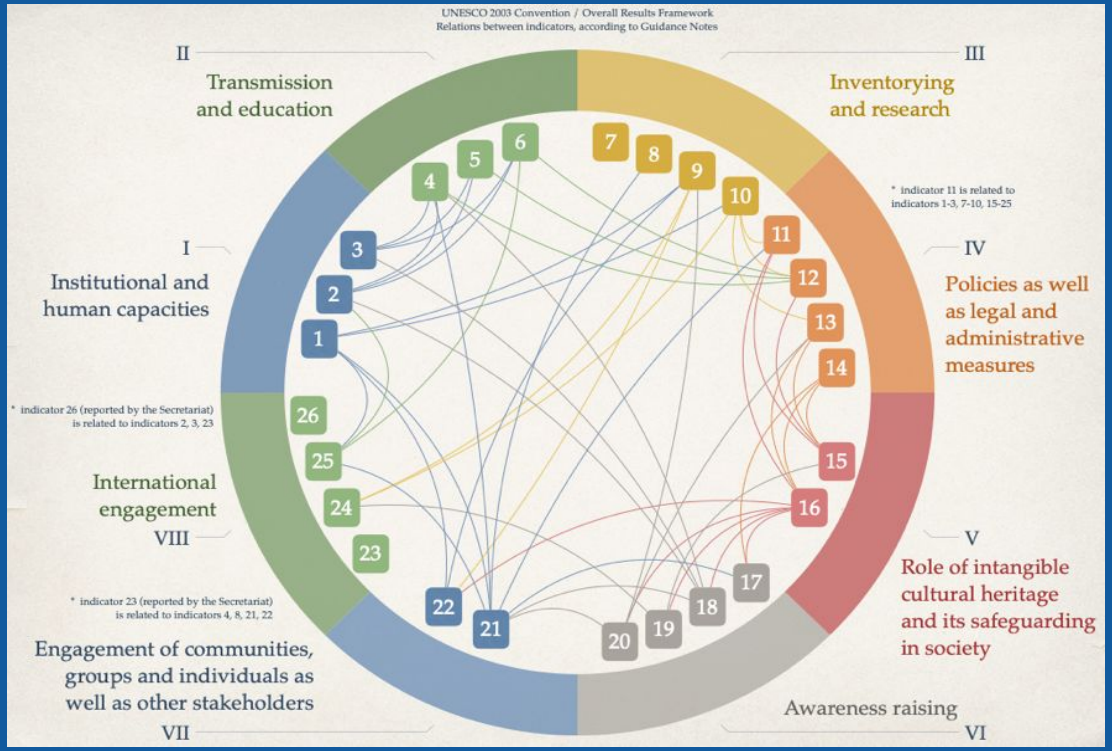
Living heritage holds sustainable and ethical practices that in many ways can support the wellbeing and livelihoods of communities



Diverse policy frameworks affect ICH safeguarding

Awareness of the priorities of different planning frameworks can help in choosing between solutions when disputes arise within community-led planning processes





Overall Results Framework

Overall Results framework for the safeguarding of ICH

Impacts	Intangible cultural heritage is safeguarded by communities, groups and individuals who exercise active and ongoing stewardship over it, thereby contributing to sustainable development for human well-being, dignity and creativity in peaceful and inclusive societies.							
Long-term Outcomes	Continued practice and transmission of intangible cultural heritage ensured.		Diversity of intangible cultural heritage respected.		Recognition and awareness of the importance of intangible cultural heritage and its safeguarding ensured.		Engagement and international cooperation for safeguarding enhanced among all stakeholders at all levels.	
Mid-term Outcomes	Effective relationships built among a diversity of communities, groups and individuals and other stakeholders for safeguarding intangible cultural heritage. Dynamic development and implementation of safeguarding measures or plans for specific elements of intangible cultural heritage led by a diversity of communities, groups and individuals.							
Short-term Outcomes	Improved capacities to support the safeguarding of intangible cultural heritage in general. Improved capacities to implement safeguarding measures or plans for specific elements of intangible cultural heritage.							
Thematic Areas	Institutional and human capacities	Transmission and education	Inventorying and research	Policies as well as legal and administrative measures	Role of intangible cultural heritage and its safeguarding in society	Awareness raising	Engagement of communities, groups and individuals as well as other stakeholders	International engagement

> impact

Intangible cultural heritage is safeguarded by communities, groups and individuals who exercise active and ongoing stewardship over it, thereby contributing to sustainable development for human well-being, dignity and creativity in peaceful and inclusive societies.

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Thematic development

Thematic initiatives

- **Economic** dimensions of safeguarding ICH
- Safeguarding ICH and **climate change**
- Safeguarding ICH in **urban contexts**



https://ich.unesco.org/en/surveys-on-thematic-initiatives-01277

Economic dimensions of Safeguarding ICH

ICH

economy

tourism

livelihoods

https://ich.unesco.org/en/livelihoods-01315



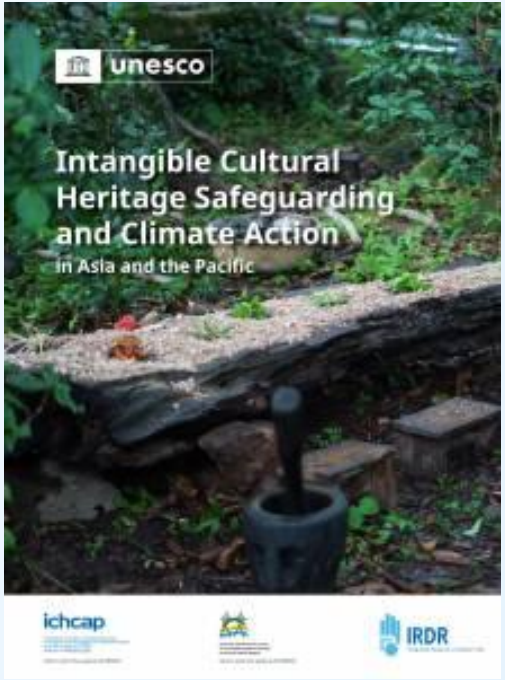
Chau mask-making, India



Ceramics of Gori, Georgia

Safeguarding ICH & Climate Change





https://ich.unesco.org/en/climate-change

Safeguarding ICH in Urban Contexts



© Mohamad Hafiz, contestant of #OurHawkerCulture photography contest 2019, Singapore, 2019

https://ich.unesco.org/en/urban-contexts

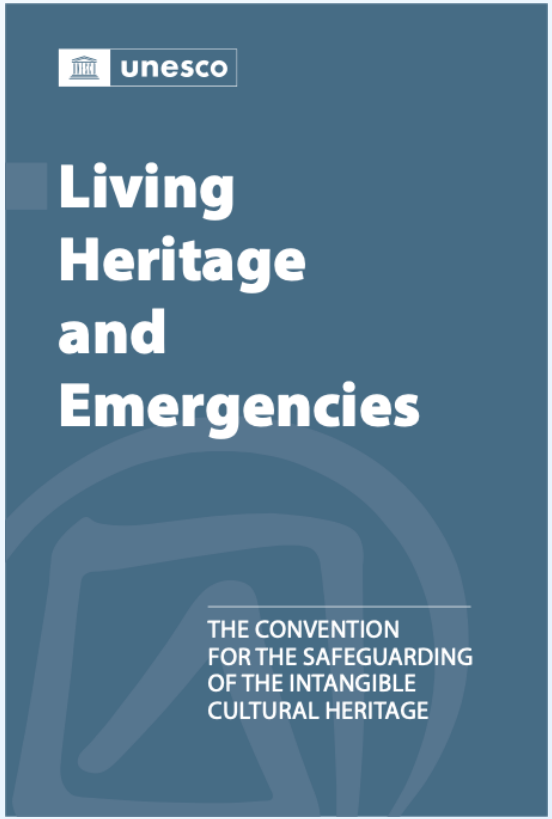
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Emergencies

Emergencies



© Friedrich Juen, 2012

Avalanche risk management



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AI - Artificial Intelligence

UNESCO Reccomendation on AI ethics (2021)

94. Member States are encouraged to **incorporate AI systems, where appropriate, in the preservation, enrichment, understanding, promotion, management and accessibility of tangible, documentary and intangible cultural heritage**

95. Member States are encouraged to **examine and address the cultural impact of AI systems**

96. Member States should **promote AI education and digital training for artists and creative professionals**

98. Member States should … promote a diverse supply of and plural access to cultural expressions, and in particular to ensure that algorithmic recommendation enhances the **visibility and discoverability** of local content.

99. Member States should foster new research at the intersection between **AI and intellectual property (IP)**

AI – opportunities and challenges

Creative Industries

- New works
- Style mimicry
- Voice cloning
- Digital twins

Tangible heritage

- Collection management
- Data analysis

Living heritage

- New adaptations
- New audiences
- Data analysis / management
- New transmission methods
- Style mimicry
- Misrepresentation
- Misappropriation / lack of attribution

Ndebele design – inappropriate innovation





Left: Dr Esther Mahlangu – South African Ndebele artist

Above: DALL-E prompt: “Digital art Ndebele patterns on trainers”

https://arttimes.co.za/another-milestone-for-south-african-painter-at-85-dr-esther-mahlangu/

Insights

AI use is going to affect ICH safeguarding

even if ICH practitioners don't directly use AI, or if AI tools are not effective.

The quality of cultural data matters

Visibility, accuracy are affected by data availability. Some data is biased.

Data governance in AI matters

AI needs data. We need to manage cultural data use in AI tools.

We need more participatory data

CGI often don't control their own data > undermines ability to manage AI impacts

Participatory data governance needs to be tailored to community needs

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Integrated Heritage approaches

CULTURAL HERITAGE IN THE 21st CENTURY

Naples, Italy
27-29 November 2023

Organised with

Ministero degli Affari Esteri e della Cooperazione Internazionale

MINISTERO DELLA CULTURA

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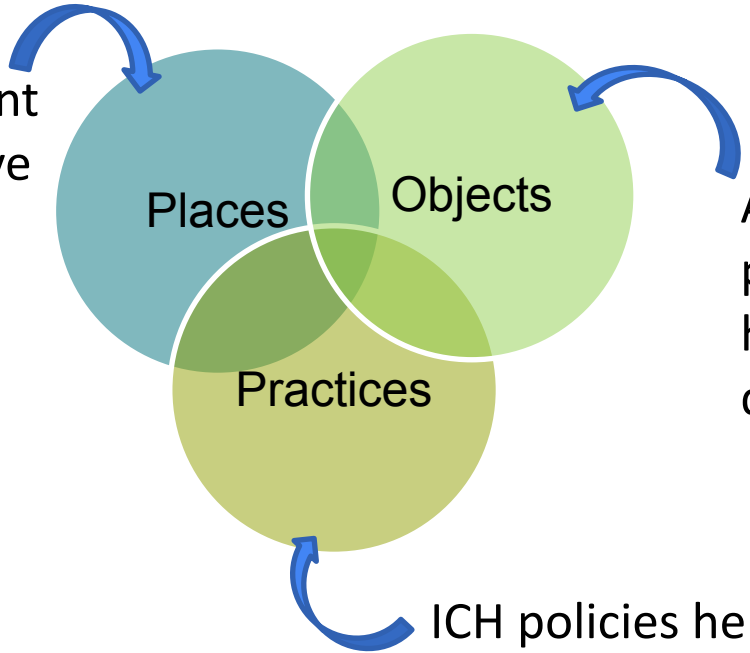
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Synergies and tensions between policies

Heritage management policies help conserve historic places



Archives and museums policies help conserve historic objects or documents

ICH policies help safeguard ICH practice

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MONDIACULT
Towards the Culture Goal


MONDIACULT 2022: States adopt historic Declaration for Culture
Read more
La cultura como bien público global
GOBIERNO DE MÉXICO
CULTURA
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THE CULTURE GOAL IN BRIEF

#CULTURE2030GOAL

WHAT KINDS OF TARGETS WILL THE CULTURE GOAL CONTAIN?

ALL THE AREAS WHERE THERE ARE PRE-EXISTING INTERNATIONAL AGREEMENTS AND COMMITMENTS:



CULTURAL RIGHTS AND DIVERSITY



PEACE AND GLOBAL CITIZENSHIP



TANGIBLE AND INTANGIBLE HERITAGE



DIVERSITY OF CULTURAL EXPRESSIONS



CREATIVE INDUSTRIES, TECHNOLOGIES AND TOURISM



MOBILITY OF CULTURAL ACTORS



INDIGENOUS PEOPLES AND KNOWLEDGE



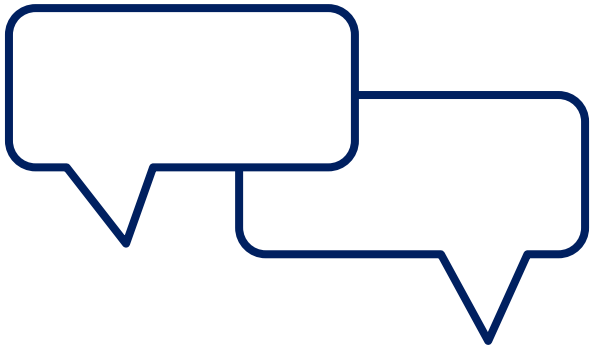
SUSTAINABLE PLANNING AND ENVIRONMENT



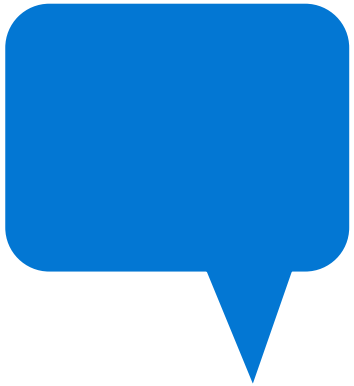
CULTURAL INSTITUTIONS



TRANSVERSAL AND MULTI-STAKEHOLDER COLLABORATIONS



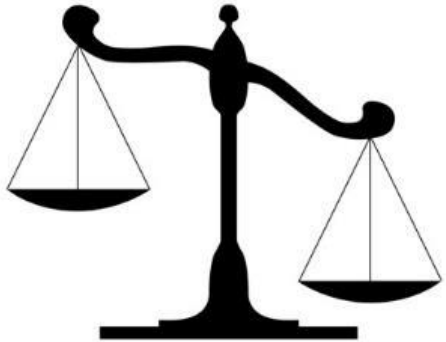
Q&A





A balancing act

Maintaining historic fabric to ensure places and objects associated with ICH practice are protected



Maintaining ICH viability for community benefit is the priority for safeguarding, but safeguarding may not always be a priority of communities

Shaping commercial strategies to benefit communities concerned while promoting ICH viability

Ensuring that ICH practice does not threaten biodiversity, environmental sustainability, human rights

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