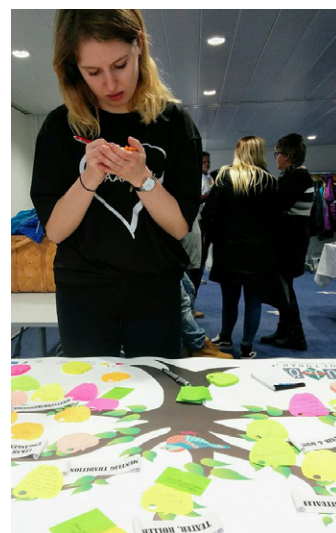


## Description:

# How to do safeguarding as a project

### About:

In Ostrobothnia, Finland, there was a lack of big NGOs dealing with intangible cultural heritage (ICH). The region is home to an abundance of small associations, especially general local heritage associations (“hembygdsföreningar”). They have a genuine interest in ICH, but seldom have the means to dive into safeguarding in the sense of the 2003 convention as they are run by volunteers that spend much time managing local museums. KulturÖsterbotten, a joint municipal organization in Ostrobothnia has as a response to the situation been running projects to support the ICH field since 2017 to support the sector.



### How we do it:

KulturÖsterbotten has administrated subsequent projects aiming at awareness raising, promoting intangible cultural heritage as a resource in the present and good safeguarding measures. One of the project managers have worked with the area through funding from various sources: Leader-financed projects, funding from the National Board of Antiquities, from various private foundations and from NordPlus.

The project manager has taken the role of a regional resource for the cultural sector of Ostrobothnia. All activities within the projects have either been planned or executed as close collaborations with established organizations within the region. Associations started to contact the project manager for inspiration and assistance in planning events with connection to ICH. We have also been proactive in suggesting collaborations and new initiatives. The idea was to pick up initiatives where resources aimed at safeguarding are of interest. Some of these have even transformed into spinoff projects with separate funding.

We have focused on different approaches to transmission of traditional knowledge, e.g. through workshops or collaborations between practitioners and schools. The project manager often contacts organizations arranging different types of events where add-ons aimed at practical knowledge have widened the program. We also encourage and provide information concerning documentation, both as a means for archiving and spreading information concerning practical knowledge. We have developed a lot of materials during the projects, often aiming at obtaining innovative means for visibility and safeguarding of ICH.

The guiding star of the projects are that the results of all efforts should be shared. We create manuals for safeguarding measures, step-by-step instructions for crafts, tools for brainstorming and discussing ICH, background research on living traditions, information films, exhibitions signs and so on. All such materials are published online as separate information packs that can freely be downloaded. In addition, social media is an important channel for the projects to spread awareness of living traditions in the region, information about the project activities and of good examples of safeguarding.

At this point evident that the material created in our ICH projects is used in varying venues, resulting in more than 40 000 downloads by September 2022. Once there are examples set for how ICH can be an appreciated part of various activities, this trend is spreading. By creating user-friendly materials concerning ICH, we can inspire and influence how the area of ICH is approached by much bigger circles than the small associations we work with locally.



## Objectives for our ICH projects

- Awareness-raising and increased visibility for ICH
- Develop methods for transmission and safeguarding
- Visibility for ICH in existing events: new activities
- Living traditions as a tool for integration
- ICH as a resource for regional tourism sector
- Thorough documentation in collaboration with local archives
- Support associations that wish to engage in safeguarding
- Highlight good safeguarding measures within the region
- Initiate networks regionally, nationally and internationally

## Our tips for how to create successful ICH projects

1. A central agent with broad, existing networks takes the position of a resource for all interested collaborators.
2. Explicit aim to collaborate with established associations and organizations. The work is not done only within the project itself, but in order to expand and enhance existing activities.
3. Share everything produced, directly to primary collaborators, but also digitally. Create manuals and templates out of the activities and share them in order to reach a larger audience over a longer period.
4. Needs and initiatives from local association can be a starting point for new ICH projects. Make sure that the resource person can use working hours to plan and assist with new applications for further funding.

### More information:

[Homepage of KulturÖsterbotten](#)

KulturÖsterbotten's material bank, [section for ICH resources](#)