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منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织

**Culture Sector**  
**Division for Creativity**  
Intangible Cultural Heritage Section

Mr Jasen Mphepo  
Patsimeredu Edutainment Trust  
7-54<sup>th</sup> avenue, Malbereign  
Harare  
Zimbabwe

29 May 2017

Ref.: CLT/CRE/ITH/16/0131100008

Dear Mr Mphepo,

I am writing with reference to the request submitted by Zimbabwe on 6 October 2016 for financial assistance from the Intangible Cultural Heritage Fund in the amount of US\$100,000 for a project entitled 'Construction of a facility (theatre house) for the promotion of inter-generational transmission of performing arts heritage' (file No. 01311) to be implemented by the Patsimeredu Edutainment Trust.

The Secretariat has carefully read and analysed your request and considers that additional information is needed to provide the Bureau with all the necessary information to examine your request and decide on the granting of the assistance.

Enclosed with this letter, you will find the Secretariat's technical assessment of the sections where we believe that revision will help ensure your request meets the selection criteria. You will also find enclosed the ICH-04-Timetable and Budget Form revised by the Secretariat which needs to be completed.

We hope that this analysis will be useful for your revision work. However, you may also wish to refer to the aide-mémoire for completing a request for International Assistance. This is available at: <https://www.ich.unesco.org/en/forms>.

I invite you to submit a revised version of your request in electronic format (standard .rtf or .doc format) to [ich-assistance@unesco.org](mailto:ich-assistance@unesco.org). This request should address the issues raised by the Secretariat and be submitted as soon as possible, and in any case **no later than 7 August 2017**. The Secretariat will then substitute it for the request previously submitted, assess it one last time and transmit it to the Bureau with a recommendation to approve or not to approve it, or to refer the request to you for additional information.

Please note that if a revised request does not reach us by **7 August 2017**, the Secretariat shall then consider that the revised request may be submitted to the Bureau as it stands.

.../...

Should you require further clarifications, the regional officer responsible for your country in the Intangible Cultural Heritage Section, Ms Doyun Lee, can be contacted at the following email address: [d.lee@unesco.org](mailto:d.lee@unesco.org) or by telephone: +33(0)1 45 68 43 72.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Tim Curtis', enclosed within a large, irregular, hand-drawn oval shape.

Tim Curtis  
Secretary, Convention for the Safeguarding of  
the Intangible Cultural Heritage  
Chief, Intangible Cultural Heritage Section

Enclosures: Secretariat's technical assessment  
Form ICH-04-Timetable and budget

cc: Permanent Delegation of Zimbabwe to UNESCO  
Zimbabwe National Commission for UNESCO

## **REQUEST FOR INTERNATIONAL ASSISTANCE FROM THE INTANGIBLE CULTURAL HERITAGE FUND**

### **TECHNICAL ASSESSMENT FROM THE SECRETARIAT**

#### **General**

- Minimum and maximum word counts have been established for most of the sections on the request form. The request must comply with this technical requirement in order to be transmitted to the Bureau for its examination.
- While performing arts is recognized as a domain through which intangible cultural heritage is safeguarded (Article 2.2), the reference to 'performing arts' in the International Assistance request needs to be clarified with a clear indication of how it accords with the definition of intangible cultural heritage as stipulated in Article 2.1 of the 2003 Convention: "the Intangible Cultural Heritage means the practices, representations, expression, knowledge, skills [...] that communities, groups and, in some cases individuals recognize as part of their cultural heritage."
- Performing arts groups do not clearly represent the concept of 'community' as conceived by the 2003 Convention (cf. Article 2.1 of the 2003 Convention). Hence, this request will have more value if the community members are clearly identified and the contour of the communities clarified.
- The purpose of International Assistance, as provided under the 2003 Convention, is to supplement national safeguarding efforts, as defined in Article 2.3 of the Convention. Therefore, it is important that the revised request ensure that International Assistance is sought primarily for the purpose of advancing safeguarding objectives.
- Activities aimed at generating income can be an important part of a safeguarding plan, but only insofar as they contribute directly to ensuring the viability of intangible cultural heritage and the benefits remain in the interest of the community, group or individuals concerned (cf. Paragraph 116 of the Operational Directives).
- Acknowledging the approach taken by the implementing agency to address the transmission of intangible cultural heritage, it is important to demonstrate that in the event that this request is granted, the facility established would continue to promote the safeguarding of intangible cultural heritage and to describe how this would be achieved.

#### **Section 3: Project title**

- Although it is understandable that one of the major components of this request is to establish a facility for the transmission of intangible cultural heritage, the project title should not represent only one activity but should accentuate the aims and anticipated outcome of the project.

#### **Section 4: Summary of the project**

- This section should be revised, providing brief descriptions of the rationale of the project, its overall goal, the activities and the expected results. The summary of the project is very important for providing a very clear overview to readers who might not be familiar with the subject matter and context.

### **Section 12: Forms of assistance requested**

- This section refers to the form in which the requesting State wishes to receive assistance from the Intangible Cultural Heritage Fund. In this case, the project only requires financial resources from UNESCO.

### **Section 13: Background and rationale**

- As stated in the instruction relating to this section on the ICH-04 form, the background and rationale of the request should identify the safeguarding need that the assistance will address, to demonstrate the relevance of the project for possible funding.
- Paragraph 3 lacks evidence or any clear justification as to why a facility is required to safeguard intangible cultural heritage. It is very important to state clearly the gaps that this project will address and why the solution proposed is appropriate.
- The information about the implementing agency presented in this section should be presented in section 19.

### **Section 14: Objectives and expected results**

- Well-defined objectives and expected results are essential to demonstrate clearly that the focus of the project is specifically on the overall goal of safeguarding and ensuring the viability of intangible cultural heritage. The project's contribution to safeguarding intangible cultural heritage must be accentuated at all times.
- No clear objective is demonstrated in this section. The information provided appears repetitive and disconnected from the rationale provided in Section 13. This section should be revised to provide clarity and to distinguish between the objectives and expected results. The objectives should be presented as medium-term measurable effects of the project and not simply as short-term activities. The expected results should also show what kind of concrete accomplishments, in relation to safeguarding, would be seen throughout the implementation period of the proposed project.

### **Section 15: Activities**

- As mentioned in the general comments above, community engagement is an important criterion for providing International Assistance. The information provided in this request does not demonstrate the effective participation of the communities concerned, as required by the 2003 Convention (see the comments under section 18 below).
- It is important that the proposed activities be described in a logical sequence and their feasibility clearly demonstrated. Activities 1-3 should be presented as a single activity because they relate to building an infrastructure. It is unnecessary to separate these activities as this may give the impression that they are not related. A better description of Activity 4 should be provided, with clear statements as to how it would be implemented. Activity 6 should be revised to ensure a clear description of the showcasing of elements relating to intangible cultural heritage. For instance, a description of which element of intangible cultural heritage would be showcased in each monthly performance and some brief information on the eight discussion fora would make this activity easier to understand.
- It is imperative to recall that the project activities, timetable and budget should be consistent as this will form an important basis for the evaluation and examination of this request.

### **Section 16: Timetable**

- The timetable would benefit from having all the activities appear on the grid and the timeframe clearly indicated. The list of activities in section 15 does not correspond with the information provided in the current timetable. For instance, the construction of a facility is a major activity of this request but it does not appear in the timetable. It is not clear whether this is an oversight or if it is implied in the budget-line 'installation of audio and video equipment'.

### **Section 17: Budget**

- The revised version should reflect coherence of the activities proposed (section 15), the timetable (section 16) and the budget (section 17).
- The presentation of the budget should be sufficiently specific and detailed regarding the costs in order to provide an adequate justification and allow the actual expenses to be matched directly against the projections. The 'Description' column should, therefore, provide details concerning the calculations (units x unit cost) and avoid lump sums as much as possible. A revised ICH-04 Timetable and Budget Form is attached to this assessment (please note that this is not a final version and it should be completed), in which lump sums were disaggregated, as much as possible, according to the information provided. For lines left in red, costs are missing. For activities 6 'Performing arts showcases' and 7 'Theatre Arts Festival', the information provided did not allow to propose a budget breakdown for the lump sums provided and the breakdown by type of expenditure will have to be presented in the revised budget.
- Each individual expenditure item should be appropriately categorized under its corresponding activity with one of the titles proposed in the drop-down list, leaving the specific description of the expenditure under the 'Description' column and/or 'Additional comments'. For instance, the budget-line item 'Bricks, Cement, Sand' in Activity 1 (Construction of the infrastructure) should be labelled as 'Other equipment'.
- The revised budget should include the costs of each and all of the activities mentioned in the ICH-04 Form. For example, in Section 19, there is a commitment to hire a full-time member of staff for this project. This is an important element with cost implications and it should therefore be included in the ICH-04 Timetable and Budget Form.
- The running costs of the infrastructure and the general administration should be distributed proportionally among the different activities that compose the project. Although covered by the State Party, such costs should be broken down as much as the costs to be covered by the Intangible Cultural Heritage Fund.
- The request should justify why larger funds are dedicated to the Theatre Arts Festival (US\$15,000) than to the Performing arts showcases (US\$12,000), while, according to the Timetable, the Performing arts showcases will extend over 8 months, and the festival is a one-off activity. This could raise doubts in terms of budgetary efficiency and impact.
- Once the budget will have been revised in the ICH-04-Timetable and budget form, the amounts indicated under section 17 should match those shown in the green box at the top of the ICH-04 Timetable and Budget Form.

### **Section 18: Community involvement**

- Community involvement, as presented in the request, is unclear. Recalling paragraph 12 (Criterion A.1 for International Assistance) of the Operational Directives, which requires the meaningful participation of community members in International Assistance programmes, it is important that this request clearly demonstrate

community engagement from the project design to the implementation and evaluation. It should be noted that the participation of communities, groups and individuals is an important benchmark for the provision of International Assistance (cf. Article 15 of the 2003 Convention, “within the framework of its safeguarding activities of the intangible cultural heritage, each State Party shall endeavour to ensure the widest possible participation of communities, groups and where appropriate, individuals that create, maintain and transmit such heritage, and to involve them actively in its management”).

### **Section 19: Implementing organization and strategy**

- This section is important for demonstrating the relevant experience of the implementing organization in executing a project related to safeguarding intangible cultural heritage. In addition to the description of the organizational structure of the implementing agency, this section will have additional value if the implementation strategy is described. For instance, it would be useful to explain how the project implementation strategy would facilitate the achievement of the project objectives.

### **Section 20: Partners**

- The information provided in this section should describe the coordination arrangements with the partners and their corresponding responsibilities in the implementation of the project.
- The National Intangible Cultural Heritage Committee should be included as a partner here as it was mentioned in Section 21 as being involved in the project monitoring and evaluation.

### **Section 22: Capacity building**

- This section should describe how the different components of the project will contribute to grassroots capacity building to ensure the viability of efforts to safeguard intangible cultural heritage (Criterion A.6 for International Assistance).

### **Section 23: Sustainability after assistance ends**

- The information provided in this section needs to be clarified. Although income-generating activities are means of sustenance, it is important to describe the measures put in place to ensure that the revenue made from the facility would directly benefit the community to ensure the viability of the intangible cultural heritage practices.
- The creation of “meaningful and gainful employment” may be a secondary effect of the project and not necessarily a means toward the sustainability of intangible cultural heritage. The request should present a convincing argument on how meaningful and gainful employment will sustain the results of this project after it has ended.