REQUEST FOR INTERNATIONAL ASSISTANCE FROM THE INTANGIBLE CULTURAL HERITAGE FUND

For amounts greater than US$100,000:
deadline 31 March 2017 for a possible approval in 2018

For amounts up to US$100,000:
submit at any time

Instructions for completing the request form are available at:

Nominations not complying with those instructions and those found below will be considered incomplete and cannot be accepted.

States Parties are further encouraged to consult the aide-mémoire for completing a request of international assistance available on the same webpage.

Possibility to request international assistance when nominating

To nominate an element for inscription on the Urgent Safeguarding List and simultaneously request international assistance to support implementation of its proposed safeguarding plan, use form ICH-01bis.

To request international assistance that is not related to a nomination, continue to use form ICH-04.

1. State(s) Party(ies)

For multi-national requests, States Parties should be listed in the order on which they have mutually agreed.

KENYA
2. Contact person for correspondence

2.a. Designated contact person

Provide the name, address and other contact information of a single person responsible for all correspondence concerning the request. If an e-mail address cannot be provided, indicate a fax number.

For multi-national requests provide complete contact information for one person designated by the States Parties as the main contact person for all correspondence relating to the request and for one person in each State Party involved.

<table>
<thead>
<tr>
<th>Title (Ms/Mr, etc.):</th>
<th>Ms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family name:</td>
<td>Ciombaine</td>
</tr>
<tr>
<td>Given name:</td>
<td>Easter</td>
</tr>
<tr>
<td>Institution/position:</td>
<td>African Cultural Rénération Institute (ACRI)/ Executive Secretary</td>
</tr>
<tr>
<td>Address:</td>
<td>P.O. BOX 18062-00100 NAIROBI</td>
</tr>
<tr>
<td>Telephone number:</td>
<td>+254-737-316250/+254-722-316250</td>
</tr>
<tr>
<td>E-mail address:</td>
<td><a href="mailto:ciombaine@acriwebsite.org">ciombaine@acriwebsite.org</a>/ciombaine@gmail.com</td>
</tr>
</tbody>
</table>

2.b. Other contact persons (for multi-national files only)

Provide below complete contact information for one person in each submitting State, other than the primary contact person identified above.

3. Project title

Indicate the official title of the project in English or French that will appear in published material.

Not to exceed 200 characters

Integrating ICT technology in awareness and transmission of Intangible Cultural Heritage (ICH) to promote African foodways for more environment-conscious and food secure societies: The case of the Samburu, ElMolo and Pokomo of Kenya.

4. Summary of the project

Provide a brief description of the project for which assistance is requested, including its overall objectives, expected results and main modalities of action. State(s) Party(ies) is/are invited to submit requests that recognize and respect local development agendas in their design and planning.

Not fewer than 200 or more than 300 words

Throughout history, African communities have been using diverse foods that are not only a source of nutrition and health but are part of their culture and heritage. While some foods are now cultivated, a great number is gathered in the natural environment. The continued utilization of these foods is dependent on availability of the food species and local knowledge as well as its transmission.

As more people move into cities, they get disconnected from their rural environment and culture.
Indigenous foodways are now under threat due to declining transmission of knowledge. A project partner, Patrick Maundu (Ethnobotanist - National Museums of Kenya) has for many years researched on traditional foodways in Africa covering food diversity, acquisition, preparation, nutrition and health benefits and knowledge and practices.

From this wealth of information, a pilot televised audio-visual production will be created that will educate and raise awareness on traditional foodways and its value among youth of participating communities in the project, community members living out of their home areas and the general public. It is expected that the production will stimulate interest in traditional foodways, promote respect and contribute to its safeguarding of ICH.

The overall objective of the project is thus to safeguard traditional foodways in Africa through ICT-aided transmission of knowledge and cultural practices.

To contribute to this objective, the project will pilot an audio-visual production (6 episodes and 2 trailers) of the foodways of 3 Kenyan communities, the Samburu, Pokomo and the El-Molo, selected on the basis of the environment in which they live and the variety of foods around them. Social media, emails and online magazines will be used for feedback and discussions throughout project implementation.

Expected results include increased interest in traditional foods among the youth, researchers and restaurant owners and increased cultivation and environmental protection.

5. Is this an emergency request that might receive expedited processing?

Indicate if this is an emergency request that might warrant expedited examination by the Bureau. For this purpose, an emergency shall be considered to exist when a State Party finds itself unable to overcome on its own any circumstance due to calamity, natural disaster, armed conflict, serious epidemic or any other natural or human event that has severe consequences for the intangible cultural heritage as well as communities, groups and, if applicable, individuals who are the bearers of that heritage. You will be asked to describe the nature and severity of the emergency in section 13.

☐ emergency request
☒ non-emergency request

6. Duration of the project

Indicate the total number of months required for implementation of the proposed project. Assistance from the Intangible Cultural Heritage Fund can only cover a period of 36 months.

8 months
7. Previous financial assistance from UNESCO for similar or related activities

Has the State Party ever received any international assistance under the Intangible Cultural Heritage Fund of the 2003 Convention to implement related activities in the field of intangible cultural heritage?

☐ No
☒ Yes (if so, please provide details below: title, period, contract number and funding source)

1. Inventorying intangible cultural heritage of the Lake Turkana and Mount Kulal area; 15 June – 30 November 2008 (34/C5 UNESCO Regular Programme; US$8,757)

2. Traditions and practices associated to the Kayas; 19 December 2018 – 30 April 2009 (preparatory assistance from the Intangible Cultural Heritage Fund; US$6,000)

3. Traditions and practices associated to the Kayas in the Sacred Forests of the Mijikenda; 1st July 2011 – 31st December 2014 (international assistance from the Intangible Cultural Heritage Fund; US$126,580)


5. Documenting and inventorying intangible cultural heritage of the pastoralist Samburu community in northern Kenya: a focus on the region of Mount Kulal biosphere reserve; 4 December 2015 – 31st May 2016 (international assistance from the Intangible Cultural Heritage Fund; US$24,038)

6. Safeguarding of Enkipaata, Eunoto and Oling'esherr, three male rites of passage of the Maasai community, US$ 144,430 granted in 2015/ 17/02/2017 - 17/01/2020


Source: Japan Funds-in-Trust, Dates of implementation: 01/09/2009 - 01/03/2013

8. **Name of the implementing agency (contracting party, if assistance is provided)**

*Indicate the name of the agency, institution or organization responsible for implementing the project; this agency will be contracted by UNESCO if assistance is granted. Indicate also the name and title of the contact person and other relevant contact information.*

<table>
<thead>
<tr>
<th>Name of the agency:</th>
<th>African Cultural Regeneration Institute (ACRI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name and title of the contact person:</td>
<td>Easter Ciombaine, Executive Secretary - ACRI</td>
</tr>
<tr>
<td>Address:</td>
<td>P.O. BOX 18062-00100 NAIROBI</td>
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<tr>
<td>Other relevant information:</td>
<td></td>
</tr>
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9. **Scope of the project**

*Tick only one box.*

- [ ] local (sub-national)
- [x] national
- [ ] sub-regional/regional (more than one country)
- [ ] international (including geographically non-contiguous areas)

10. **Location of the project**

*Identify and characterize the geographical area(s) in which the project will be carried out.*

*Not to exceed 100 words*

The project will sample 3 communities located in different environments and drawn from the main ethno-linguistic groupings in Kenya.

1. The Pokomo are a Bantu community in Tana River County. They are a riverine agricultural group that cultivates along the Tana, Kenya's largest river.
2. The Samburu is a Nilotic pastoralist community mainly found in Samburu County. Special focus will be given to its members who live around Mt. Kulal Biosphere Reserve forest.
3. The El molo, a Cushitic group are a fishing community found in an arid environment along the south-eastern shores of Lake Turkana in Marsabit county.
11. Purpose of request

Tick one box to identify the purpose for which international assistance is requested.

This form is not to be used for requesting preparatory assistance. States Parties wishing to request preparatory assistance for the elaboration of nominations for inscription on the Urgent Safeguarding List should use Form ICH-05, and States Parties wishing to request preparatory assistance for elaborating proposals for the Register of Best Safeguarding Practices should use Form ICH-06.

☐ safeguarding heritage inscribed on the Urgent Safeguarding List
☐ safeguarding heritage being nominated for inscription on the Urgent Safeguarding List
☐ elaboration of inventories
☒ implementation of programmes, projects and activities for safeguarding

12. Forms of assistance requested

Tick one or several boxes to identify the forms that the international assistance will take.

☒ studies concerning various aspects of safeguarding
☐ the provision of experts and practitioners
☐ the training of all necessary staff
☒ the elaboration of standard-setting and other measures
☒ the creation and operation of infrastructures
☐ the supply of equipment and know-how
☐ other forms of financial and technical assistance

13. Background and rationale

Provide a brief description of the current situation and the need that the proposed assistance would address. For emergency assistance requests, describe the nature and severity of the emergency.

1. For safeguarding of a particular element, provide a description of the element, its social and cultural functions, its viability in terms of its practice and transmission and why safeguarding measures are required at this time.

2. For programmes or activities not focused on a particular element (e.g., preparation of inventories, strengthening of capacities, awareness-raising, visibility), describe why these programmes or activities are necessary and what gaps exist in other related programmes and activities.

Not fewer than 750 or more than 1000 words

Traditional foods have a symbolic and religious value and are associated with cultural identity and social wellbeing. In Africa, they are used as food either in form of staples, snacks, appetizer, soups, drinks, and sauce/relish or for medicinal purposes. Wild foods are also used to fill in nutritional gaps thus contributing to the people's food security. Epidemiological studies underlie the benefits of a varied diet particularly one including vegetables and fruits in increasing longevity of life and reducing rates of chronic degenerative diseases.

Today, Sub-Saharan Africa (SSA) is experiencing the fastest growth in urbanization (3.5% per year) and by 2012, 32.8% of its population was urban (AfDB et al. 2012). Urbanization leads to a drastic transformation of lifestyles. This has one positive outcome- exposing a large part of the population to foods eaten by different cultures. However, most of the food consumed in the modern day may not necessarily be fresh or nutritious food. Over processed foods and sedentary lifestyles have led to a sharp increase in nutrition related diseases such as diabetes, obesity, osteoporosis, cancer and heart diseases.

Africa has over 2000 ethnic groups (Simons et al, 2017), each with its food culture, much of which
remains unknown to the outside world. In Kenya for example, over 210 indigenous leafy vegetables are used by its 60 ethnic groups but only about 10% of these vegetables have had their indigenous knowledge documented well. This is despite efforts of the State party since 1989 through National Museums of Kenya to develop an inventory of foods used by each of the Kenyan communities, leading to a database with over 850 plant food species. Behind this work is Mr. Patrick Maundu who has dedicated much of his life to documenting and promoting these foods. Here are some internet links of his work with communities on traditional food research and safeguarding measures in Kenya/Africa:

http://uses.plantnet-project.org/en/Maundu_%26_Tengn%C3%A4s,_Useful_trees_and_shrubs_for_Kenya,_2005
http://www.sourcewatch.org/index.php/Traditional_Food_Plants_of_Kenya

The State party has been working with Kenyan communities to find sustainable options for the use of their resources. The loss of knowledgeable elders and lack of opportunity among the youth to learn from the elderly means that less knowledge than before is being passed to the young. This loss of knowledge (of species names, uses, etc.) is leading to a breakdown of traditional resource management systems, thus the unsustainable use of resources being witnessed currently.

The stability of the food systems is dependent to a large extent on the immediate environment. A degraded environment undermines the community’s ability to meet its needs. The proposed project seeks to demonstrate the existing special link of African traditional food to the environment which is a rich food source and its cultural significance, underlining the role Intangible Cultural Heritage can play in sustainable development.

The three communities selected for this project will highlight these features.

The El Molo, a predominantly fishing community on the south eastern shores of Lake Turkana traditionally depend on food from the lake including crocodiles, hippos, turtle and a huge variety of fish. The doum palm tree that grows on the shores of the lake provides the community with fruit, fishing rafts, fishing nets, thatch, firewood, shade and so on, but its population and some fish populations are under threat due to overharvesting - threatening the knowledge too.

The Pokomo people in Tana River County grow crops on the fertile banks of River Tana. The traditional rice varieties and rice cultivation systems that depend on ponds created by flood water are under threat as the practice and associated knowledge disappear. The Pokomo also use over 20 species of water animals and over 100 wild food plant species to supplement their agricultural produce. These wild food plants include the oil palm which grows in riverine forests. Some of these species are highly threatened due to the shrinking forest cover.

The Samburu pastoralists around Mt Kulal depend a lot on animal food products such as milk but also use a variety of plants in their soup and milk for health. Seasonal movement of livestock between lowlands and highlands is controlled by elders with deep insight of the environment and weather. The animal movement gives fodder plants time to recover.

Traditional foods are sustainable and often better adapted to local environmental conditions as they are more stable in yield, have fewer diseases and require less external input. They are very important in the community diets as they are part of the local food systems - supported by a wealth of local knowledge.

This project aims to explore various methods of information technology to raise awareness about local foodways and disseminate and transmit this knowledge among community members, dispersed community members and the larger public through a series televised audio-visual
productions, use of the internet and mobile phones technology.

In the formulation of this project, it is noteworthy that Kenya is leading Africa in internet penetration with over 30 million having access to the internet, according to a report. The study also revealed that mobile subscription penetration in the country is at 82 per cent. See link of a mainstream newspaper article: http://www.nation.co.ke/news/Internet-access-grows-in-Kenya/1056-3895304-nswnonz/

The Communications Authority of Kenya (CA) quarterly sector statistics report, the Fourth Quarter for the Financial Year 2015-2016 (April-June 2016) indicates that the Data/Internet market reached 26.8 million during the quarter while the estimated number of Internet users grew to 37.7 million users (http://www.ca.go.ke/index.php/what-we-do/94-news/366-kenya-s-mobile-penetration-hits-88-per-cent).

Such figures present a real opportunity for this pilot project to share and transmit cultural information in a manner that an individual living in Kenya and beyond is consuming information currently.

This proposal contributes to UN Sustainable Development Goals numbers 1 (No poverty), 2 (Zero hunger), 3 (Good health and well-being), 13 (Climate Change) and 15 (Life on land including forests and biodiversity).

This pilot program has the potential to scale across Africa by incorporating other countries like Benin, Burkina Faso, Cameroon, Ethiopia, Malawi, Namibia, Senegal, South Africa, Tanzania, Uganda, Zambia and Zimbabwe where Mr. Maundu has strong partners in foodways research and documentation.

14. Objectives and expected results

Identify in terms as clear and measurable as possible: (i) what medium-term effects would be achieved by the implementation of the project (objectives) and (ii) what kind of positive impacts and concrete accomplishments would be seen after implementing the proposed project (expected results). Both need to be spelled out in detail and linked to the information included under section 15 below (Activities).

Not fewer than 100 or more than 300 words

Overall objectives (Medium term effects):-

1) Raise awareness of the importance of safeguarding the fragile disappearing traditional African foodways among the selected communities, community members living out of the home areas and the general public.

2) Provide opportunities for transmission and documentation of traditional food knowledge and related cultural practices from community elders by the community youth.

3) Engage and train the community youth in project specific ICT related activities that can be useful to reinforce transmission of this ICH knowledge.

4) Demonstrate the dependence of both humans and animals on local environment as a food source.

5) Rally the current youthful generation as a whole to understand the current issues on ICH, underlining the urgency of documenting disappearing traditional food, threats to the local environment and its impact on sustainable development.

6) Inspire and catalyse continued research and documentation funding for scientists involved in safeguarding of fragile traditional African foodways across communities.

RESULTS

1) Packaged issues into a simple and attractive audio visual production i.e. 6 episodes and 2 trailers with language translations for accessibility i.e. Kiswahili, English and French.

2) Engaged and informed audience with valuable feedback/testimonials through social media of
the impact of this ICH knowledge.

3) Youth-led community projects on ICH transmission and documentation e.g. planned interaction sessions with elders, start one (1) community resource centre to facilitate documentation of disappearing ICH around food ways.

4) Visibility of community projects and issues by the youth through their new ICT/Social media skills e.g. environmental conservation efforts, income generating activities i.e. cultural events, tourism etc

5) Pro-active conservation and management of local environment with government environment organisations on board.

6) Inquiries from audiences for more of the TV episodes, publications or inventories/papers documenting traditional food from various communities

7) Episodes aired TV at favorable rates with sponsorship interest or potential for further commitments.

15. Activities

What are the key actions to be carried out or work to be done in order to achieve the expected results identified in section 14 (Objectives and expected results)? Activities need to be described in their best sequence, explained in a detailed and narrative manner and their feasibility should be demonstrated. The information included in this section should be consistent with that provided under section 17 (Timetable of the project) and section 17 (Budget).

Not fewer than 300 or more than 1000 words

A. ASSEMBLE PROJECT TEAM – scientists, technical film crew, administration staff

Put the project team together and hold meetings to gain a common understanding of the project objectives, roles and work plan. A synchronised working relationship relying on the strengths of each individual will be cultivated among scientists, film crew and administrative staff of the project. Equipment and supplies that will be needed on a day-to-day basis will also be bought. This will take place from the first month of the project and carry on this positive relationship to the end of the project.

B. SCRIPT DEVELOPMENT WITH PROJECT RESEARCH TEAM

This will be crucial as the scientific research information available needs to be well understood and adopted into a format that will be easy to understand and well representative of the participant community and attractive to the larger public.

Producer/Director and Writer will come on board. The film crew of the production will work together closely with the main project team to visualise in detail what the desired output of the audio-visual production will look like before production begins. There will be a lot of meetings to actualise and adjust this script in the first 3 months of the project.

C. SOCIAL MEDIA ACTIVATION ON PROJECT

The social media recruitment of personnel and activation of activities of the project will also be done from the first month all through to the end of the period of the project. This will be by sharing of available information to excite and attract interactive audiences in preparation for production and the final airing of the program.

- 3 Participant youth trainings on social media use for promoting and safeguarding ICH within this project and beyond. This will be done in the community with the main production.

D. INITIAL COMMUNITY VISIT, CASTING AND LOCAL COMMUNITY ARTIST TRAINING

There will be a 1 day information meeting held for the community on project with a call for local artists/participants in the audio-visual production.
Two interaction sessions and field visits across the participant communities accompanied by the resourceful elders to mentor the community youth prior to auditions.

Casting will be done as well as 4 day training on acting and introduction to the script to be shot with their participation.

Meanwhile, the film crew will be recording all the activities going on as well as taking time to identify locations for filming. This 1 week trip will also help adjust the script according to the realities of the location.

Casting will take place in Nairobi to identify other actors that will participate in the production.

Preparations and all these activities will take place in the second month.

Set up of basic equipment and training on basic documentation and running of community resource centre led by the youth participating in the project and supported by the local administration.

E. FILM LICENSING, SPONSOR SEARCH, DISTRIBUTION/NEGOTIATIONS ON TV AIRING

All these activities will happen from the first month to eighth month. Such a production needs a licence from the relevant Kenyan authorities for filming. This project will take place in very far flung and remote areas of Kenya which are ideal for what the project needs to communicate and achieve. More sponsorship will be sought to cover more of what this budget can afford which is 6 episodes and 2 trailers in the sampled communities.

Since the production will be available in both Kiswahili, French and English languages, they will be relevant to both Anglophone and Francophone countries as well as can be aired in any TV station that shows interest in these countries.

PILOT PRODUCTION AND POST PRODUCTION

With all preparations in place, the full crew and actors will be shooting the production on location for about a week and a half per episode in the communities. This will take about 3 months to shoot and edit 6 episodes and 2 trailers ready for airing. In between the shooting of productions, there will be time allocated for the various language translations from their local languages i.e. Kiswahili, English, French.

The social media interaction and sharing will be fully active sharing the experiences of the project with an interactive audience.

Open air screenings of the finished episodes will be done in the community during selected evenings of the production period for discussion and feedback on the production with issues raised worked on.

G. TV AIRTIME FOR PRODUCTION

TV airing of 1 episode per week from the 5th to the 7th month. Online sharing of aired TV trailer episode for interaction and feedback with audiences.

H. MONITORING AND EVALUATION

At different stages of the project within the 8 months, monitoring and evaluation will be conducted in different ways. It will be done by both TV and online audiences open air screenings in the communities, government officers in charge of ICH as well as within a conference setting.

We shall have 2 occasions of online open day social media interaction and feedback from viewers on the episodes aired. This will help the project understand where to improve and appreciation of the audiences.

During the production, one field visit of government officers (in charge of ICH) will be organised to see the activities as they take place.

There will a closing project interaction session that will be streamed online with social media feedback- sharing conversations that happened, impact of activity, feedback from community screenings, experience of using audio visual methods, social media of dissemination of ICH,
discussions on future of activity and the next communities to be explored.
All these feedback information that will be collected in all these ways will be part of the final report.

16. Timetable of the project

Attach a month-by-month timetable for the proposed activities, preferably using the ICH-04 Timetable and Budget form. The information provided should be in conformity with that in section 6 (Duration of the project) as well as in conformity with the detailed activities and their sequences as included under section 15 (Activities) and in the budget overview in section 17. Please note that the activities can only begin approximately three months after approval of the request at the earliest.

17. Budget

Attach a detailed budget breakdown in US dollars of the amount requested, by activity and type of cost (e.g. personnel, travel, supplies, equipment, etc.) with enough specificity and detail so as to provide sufficient justification and to allow actual expenses to be matched directly against the projections. This budget breakdown shall be provided as an attachment to this form, preferably using the ICH-04 Timetable and Budget form. The budget should reflect only the activities and expenses described above and be prepared in a rigorous and transparent way, fully reflecting all sources of support.

In each section of the budget, clearly distinguish the amount requested from the Intangible Cultural Heritage Fund from the amount to be contributed by the State Party or other sources. The State Party contribution includes local and national government allocations as well as in-kind contributions; ‘other sources’ can include NGOs, community organizations, foundations or private donors.

It is also crucial that the budget breakdown should correspond exactly to the detailed narrative description provided under section 15 (Activities) and to the timetable attached for section 16.

Provide below the budget overview, being certain that the figures are identical to those provided in the ICH-04 Timetable and Budget form.

Overview:
Amount requested from the Fund: US$100,000
State Party contribution: US$20,552
Other contributions (if any): US$18,184
Total project budget: US$138,736

18. Community involvement

Identify clearly the community(ies), group(s) or, if appropriate, individuals concerned with the proposed project, including the role of gender. Describe the mechanisms for fully involving them in the preparation of the request as well as in the implementation of all the proposed activities and in their evaluation and follow-up. This section should describe not only the participation of the communities as beneficiaries of the project and of financial support, but also their active participation in the project design; their perspectives and aspirations should be fully reflected in the proposed project.

Not fewer than 300 or more than 500 words

Three communities will be involved in this project – The Samburu of Mount Kulal Biosphere Reserve, the Elmolo of El Molo Bay on the shores of Lake Turkana and the Pokomo of lower Tana River.

In Mount Kulal, the project has been engaging with members of the community and local administration since 2014. Key stakeholders are 4 villages around Mt Kulal forest - Gatab, Ngororoi, Arapal and Larachi. In each villages, the project will work with groups of elders called Wazee wa Mazingira (elders of the environment) who are the custodians of the forest and knowledge. It will also work with the chief and his 4 assistants. Two groups of youth, Olchore conservation group and a bee-keepers group will also be involved. Another group, Gatab self-help women’s group involved in water and resource use and management is also involved. The project preparation team has been working with all group leaders and also with the overall umbrella
group, the Mt. Kulal BR forest management committee.

In El Molo, the project development team has been working with Gurapau, a large umbrella group of the EL Molo that guides cultural development among the El Molo. The project will engage with elders and youth of this group. Gurapau has within it several women's groups which the project will also work with. The team has also been working with the head teacher and science teacher of El Molo Bay Primary School.

Among the Pokomo, the project development team has been working closely with a team of elders from Makere village, in Gwano, led by the late Mzee Meza Moroa Galana who gave the tune of Kenya’s National Anthem. Mzee Moroa passed away in November 2015. The team will continue working with the other elders and their youth.

Perspectives and aspirations:
During interactions with all these groups, the elders were concerned that the youth are not interested in picking their brains and time is running out. The youth instead are preoccupied with making ends meet and integrating in modern lifestyle. The project will engage all these groups at different levels leveraging on their interests and expertise.

Members of the community will take part in various activities of the project. The youth will participate in the audio visual production and set up and lead one pilot community resource centre to facilitate documentation of disappearing ICH around foodways. The youth will be trained in social media use/ICT skills for better visibility and sustainability of their community projects and sharing of issues, e.g. environmental conservation efforts, income generating activities like cultural events, tourism activities etc.

Within the project, elders will have planned interactive sessions and field visits to mentor their youth on their foodways knowledge as well as encourage constant consultations and involvement of the elders by the youth in future activities e.g. tourism, foodways documentation etc. As much as possible, documentation will employ local language.


19. Implementing organization and strategy

Describe the background, structure, mission and relevant experience, etc. of the implementing organization or body indicated under section 8 that will be responsible for carrying out the project. Identify the human resources available for implementing it and indicate their division of tasks. Describe how it will manage the project implementation.

ACRI is an International NGO registered in 2003 in Kenya and accredited by UNESCO’s 2003 Intangible Cultural Heritage Convention as advisor on Culture in Africa since 2010.

The mission of ACRI is to recreate, revitalize and promote African culture by identifying viable indigenous cultural patrimony for incorporation in articulating the importance of the socio-cultural identities of the human society and promoting sustainable development within the prospects of the emerging global civilization.

Highlights of recent activities:
- ACRI was a member of Consultative Body UNESCO/ICH for 2 years since – 2010-2012.
- In 2011/2012, ACRI implemented a UNESCO/IFCD sponsored project of USD 100,000 entitled: Unearthing the Gems of Culture/ Mapping Exercise for Kenya’s Creative Cultural Industries.
- Previous successful collaboration with National Museums of Kenya (NMK) on 22nd/23rd April 2014 in organizing and hosting an initial capacity building workshop for all Culture Officers of the newly devolved County governments on the importance of using Culture for sustainable development.

Personnel available:
1) Prof. F.X. Gichuru - Member of project research team:
Skills/attributes/background: Teaching & Research at University level for 25 years (1982-2007) / Founding and promoting the NGO since 2003 / Represented ACRI in the Consultative Body UNESCO/ICH – 2010-2012

2) Caleb Wandera - Research support
- Skills in conducting both qualitative and quantitative research. Anthropological approach in data collection, ethnology.
- Participated in a joint research as a visiting project officer in 2013 for 6 months in South Korea at Korea Cultural Heritage Foundation. He was part of the team that worked on Korean Kimchi and why the food needs to be inscribed for urgent protection. Research was done on historic, social and cultural values was done to support this nomination.

3) Ms Easter Ciombaine - Project Management
- Graduate in Economics & Business Studies - Executive Secretary/ runs the day today activities of the NGO, past project manager in the ACRI 2011/2012 IFCD sponsored project.
ACRI will coordinate and manage implementation of the project according to the proposal, time table and budget developed with all partners on board bringing their various expertise.

20. Partners

Describe, if applicable, coordination arrangements with any other partners and their responsibilities in the implementation of the project. Identify human resources available in each of the entities involved.

Not more than 500 words

21. Monitoring, reporting and evaluation

Describe how the implementing organization indicated under section 8 and described under section 19 plans to carry out monitoring, reporting and evaluation of the project and how the communities will be involved in this mechanism. For larger or more complex projects, external monitoring and evaluation are preferable.

Not fewer than 50 or more than 250 words

1. There will be an initial 1 day information meeting held for the community in their location to introduce them to the project/objectives. Any other ideas/concerns to improve the project will be included.
2. Two online social media open days sessions for interaction and feedback with the larger audiences. Concerns and appreciation of audiences will be documented and implemented where relevant.
3. One field visit for the officers of the coordinating ICH office in Kenya will be organised to see
and participate in the activities of the project.

4. Closing project conference which will involve the community members as stakeholders as well as streamed online with feedback from audiences on the activity, impact, experiences in the field etc

5. Audited financial accounts will be done by external parties at the end of the project and shared with the partner organisation as well as UNESCO.

All these methods of monitoring and evaluation including the social media interactions and feedback will be documented and form part of the final report of the project.

22. Capacity-building

Describe how the project may contribute to building up capacities or strengthening existing resources in the field of safeguarding intangible cultural heritage. Special emphasis should be placed on the capacities of the communities described in section 18 in safeguarding their intangible cultural heritage. Describing the impact on the capacities of the implementing organization may also be relevant.

Overall, this project will be an interesting experience that can demonstrate the positive impact and relevance of ICH transmission and knowledge sharing using modern technology blending with our daily experiences and changed lifestyles in Africa. The results of this project will encourage other ICH projects to take up such methodologies to ensure such traditional knowledge never disappears and transmission happens to another generation.

Capacity building will take place at both institutional and community levels. At the institutional level, more people including the media will have the knowhow to use ICT as tools for communicating ICH. This will be learned on the job and through experience sharing. This experience will strengthen partnerships especially as ACRI is an accredited NGO in ICH. It will be supporting the State party in the implementation of this 2003 UNESCO Convention in the communities.

At the community level the youth involved will gain expertise in acting and presenting ICH in social media and on the screen. Additionally they will learn how to interact with their food within their cultures as transmission of ICH will only happen when the youth know their food culture so they can accurately represent their community on screen. In the case of Mt Kulal, youth groups involved in guiding visitors in the forest will gain new knowledge of the environment and will be better guides and custodians of the forest.

23. Sustainability after the assistance ends

Describe how the results and benefits of the project are expected to last beyond the end of the project. If the mechanisms established by the project will continue functioning after the implementation of the project, describe how and which would be the responsible body in charge.

This project will open up the wider sensitization and safeguarding possibilities with traditional African foodways, we have just begun with a sample of 3 communities in Kenya.

ACRI’s collaboration with the government institution NMK and other future partners will still continue even after the project ends. The audio visual works of produced will be jointly owned by the collaborators therefore further funding opportunities will be used to create awareness and catalyse documentation in other communities.

In some of the participating community’s e.g. In Mt Kulal, the local administration is already acting as a custodian of income collected from tourists visiting the forest. Such proceeds can be used to support youth to continue documentation of the rich biodiversity of the forest as well as ICH and with their new ICT skills and supported at their basic community resource centre. These efforts
will positively highlight their community/cultural promotion initiatives, challenges, support local tourism, and facilitate future fundraising activities to meet their needs well beyond the end of this project.

From the project achievements, local authorities/Counties i.e. decentralised governments in Kenya will also see the need to invest in the safeguarding of the foodways in their localities due to the positive social/cultural and economic impact they observe in the participating communities in the project.

24. Multiplier effects

Describe how this assistance may stimulate financial and technical contributions from other sources or may stimulate similar efforts elsewhere.

--- This activity will see revitalised environmental protection among communities across the country and beyond due to the renewed understanding of the special link between environment and African traditional food and its cultural significance. The media production will underline the availability of a variety of African traditional food is dependent on well managed environments. Links for technical contributions will be established with the Ministry of Environment, Kenya Forest Services, National Environmental Management Authority to assist sort out challenges on forests/environments within these communities e.g. tree planting, training on alternative building materials instead of a certain 'indigenous tree', pro-active conservation and management of environment with organised community associations.

- The project has the ability to scale across Africa by incorporating East, West, Central, Southern and Northern Africa culinary and cultural experiences in future project. Mr. Maundu in collaboration with other partners has undertaken various research and documentation in different communities and countries in Africa e.g. Burkina Faso, Ethiopia, Tanzania, Uganda, Zambia, Zimbabwe, South Africa, Cameroon, Senegal, Namibia among others.

- Due to the visibility of the project activities in the public domain and other countries, the project will catalyse interest by other scientists to get involved in research and documentation thus safeguarding fragile traditional African foodways.

25. Signature(s) on behalf of the State Party(ies)

The request should conclude with the signature of the official empowered to sign it on behalf of the State Party, together with his or her name, title and the date of submission.

In the case of multi-national requests, the document should contain the name, title and signature of an official of each State Party submitting the request.

Name: Dr. Kiprop Lagat
Title: Director, Department of Culture
Date: 12th March, 2018
Signature:

Name(s), title(s) and signature(s) of other official(s) (For multi-national requests only)