**REPORT ON THE STATUS OF AN ELEMENT INSCRIBED ON THE LIST OF INTANGIBLE CULTURAL HERITAGE IN NEED OF URGENT SAFEGUARDING**

**DEADLINE 15 DECEMBER 2019 FOR EXAMINATION IN 2020**


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<tr>
<th>A. COVER SHEET</th>
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<tbody>
<tr>
<td>A.1. State Party</td>
<td>United Arab Emirates</td>
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<tr>
<td>A.2. Date of deposit of the instrument of ratification, acceptance, approval or accession</td>
<td><em>This information is available online.</em></td>
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<td>2 May 2005</td>
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<tr>
<td>A.3. Element inscribed on the Urgent Safeguarding List that is the subject of this report</td>
<td><em>For multinational elements, please indicate the other States concerned.</em></td>
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<tr>
<td>Name of element:</td>
<td>Al Sadu, traditional weaving skills in the United Arab Emirates</td>
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<tr>
<td>Inscribed in:</td>
<td>November 2011</td>
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<tr>
<td>A.4. Reporting period covered by this report</td>
<td><em>Please indicate the period covered by this report.</em></td>
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<tr>
<td>Beginning date:</td>
<td>2015</td>
</tr>
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<td>Ending date:</td>
<td>2019</td>
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<tr>
<td>A.5. Other elements inscribed on the Urgent Safeguarding List, if any</td>
<td><em>Please list all other elements from your country inscribed on the Urgent Safeguarding List, together with the year of inscription; for multinational elements, please indicate the other States concerned.</em></td>
</tr>
<tr>
<td>Al Azi, art of performing praise, pride and fortitude poetry, 2017</td>
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</tbody>
</table>
A.6. Executive summary of the report

Please provide an executive summary of the report that will allow general readers to understand the current status of the element, any positive or negative impacts of inscription, the implementation of safeguarding measures during the reporting period and their possible update for the following years.

Between 400 and 600 words

Sadu is one of numerous crafts practiced in the UAE, primordially by women, to meet their families’ essential needs.

Al Sadu, also known as traditional weaving, is a form of handicraft that requires raw materials available in the local environment such as camel hair, sheep wool, goat hair, and wood from naturally occurring species of local trees to make the traditional loom and spindle, later used to spin strong threads from wool and other raw materials. These threads are then utilized to weave gear and decorations for camels and horses, traditional tents (Bait Al Shaar), cushions, mattresses, and certain items of clothing.

Sadu: Traditional Textile Skills in the UAE was inscribed on the UNESCO List of Intangible Cultural Heritage in Need of Urgent Safeguarding in November 2011, upon the assurance of officials, researchers, practitioners of cultural heritage, Sadu practitioners and the concerned communities that the craft is facing threats to its survival. These threats were identified and included in the justification of the nomination during the time (2011):

- The majority of practitioners of Sadu craft are older women, and their numbers are constantly decreasing.

- Sadu practitioners are seeking better job opportunities as a result of the rapid development witnessed by the UAE economy in recent decades, and the consequent movement of large numbers of people from the desert and semi-desert areas to the outskirts of cities.

- The lack of interest of the younger generation - in particular the educated segment- in traditional weaving is due to the time and effort required to master the craft, with limited financial returns compared to modern job opportunities.

- Competition from mass produced textiles that are similar to traditional Sadu textiles.

Therefore, these threats and dangers to the heritage of Sadu craft prompted calls from the state, groups, non-governmental organizations, and practitioners to intervene and take necessary measures to prevent the craft’s disappearance and its associated traditions, social practices, and relevant popular literature such as associated folk tales, poetry, as well as various oral arts.

The inscription of Sadu in UNESCO marked a significant shift in the awareness among individuals, communities, groups, practitioners and the Sadu Heritage Campaign of the importance of this craft and of the practical steps and procedures involved in preserving and promoting it, increasing the number of practitioners, and transmit it to younger generations by all possible means.

In order to systematically find out about the craft’s condition in a tangible way, it was necessary to carry out a number of studies, including one that was completed during the third quarter of 2015 by an independent researcher commissioned by the Abu Dhabi Tourism and Culture Authority (currently Department of Culture and Tourism – Abu Dhabi).

The study proposed real procedural solutions to promote the Sadu craft and identified the roles and responsibilities of different groups and bodies, governmental and non-governmental institutions, individuals, and stakeholders in the heritage of Sadu.

The surveys used in this study were based on 6 workshops and 10 interviews with officials, practitioners, organizers of cultural festivals, heritage clubs, and practitioners in the craft of Sadu.

In addition, significant steps were undertaken in safeguarding the heritage of Sadu, including:

- Completion of a ‘Sadu Heritage’ database, comprised of information such as, practitioners of the craft, their age, geographic distribution, key craftsmanship, etc.

- Increasing the numbers of Sadu practitioners, especially among the youth, as a result of the awareness raising efforts made due to its importance.
A.7. Contact person for correspondence

Provide the name, address and other contact information of the person responsible for correspondence concerning the report.

<table>
<thead>
<tr>
<th>Title (Ms/Mr, etc.):</th>
<th>Mr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family name:</td>
<td>Al Kaabi</td>
</tr>
<tr>
<td>Given name:</td>
<td>Saeed</td>
</tr>
<tr>
<td>Institution/position:</td>
<td>Department of Culture and Tourism - Abu Dhabi/ Director of Intangible Heritage Dept.</td>
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<tr>
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<td>P O Box 94000, Abu Dhabi, United Arab Emirate</td>
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<td>+97125995677</td>
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<td><a href="mailto:saeed.alkaabi@dctabudhabi.ae">saeed.alkaabi@dctabudhabi.ae</a></td>
</tr>
<tr>
<td>Other relevant information:</td>
<td>Fax: 0097124440400</td>
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B. STATUS OF ELEMENT INSCRIBED ON THE URGENT SAFEGUARDING LIST

Refer to the nomination file or to previous reports, if any, as the basis for reporting on the current status of the element, and report only on relevant changes since the date of inscription on the List or since the previous report. Nomination files, specific timetables and earlier reports, if any, are available at https://ich.unesco.org or from the Secretariat, upon request.

The State Party shall pay special attention to the role of gender and shall endeavour to ensure the widest possible participation of the communities, groups and, where applicable, individuals concerned as well as relevant non-governmental organizations during the process of preparing this report, and is asked to describe how it has done so in point D below.

B.1. Social and cultural functions

Please explain the social and cultural functions and meanings of the element today, within and for its community, the characteristics of the bearers and practitioners, and any specific roles or categories of persons with special responsibilities towards the element, among others. Attention should be given to any relevant changes related to inscription criterion U.1 ('the element constitutes intangible cultural heritage as defined in Article 2 of the Convention').

Between 200 and 500 words

The Sadu craft is one of the innovations of Bedouin Emirati women in utilizing the simple resources available to them in the local desert environment and converting them into products that meet numerous family needs.

This contributes to the importance that Emirati society places on the craft, both in the past and in present day, and the continuity and similarity of customs, traditions, and heritage, especially regarding the role of women in standing with men to meet the family needs and assume certain responsibilities.

Furthermore, the Sadu craft reflects the extent of solidarity, community, and cooperation that Emirati society has developed and maintained in order to pass down the craft from generation to generation such as spontaneous gatherings associated with the stages of manufacturing the Sadu from the collection of wool, cleaning, dyeing, colouring, spinning, and finally weaving to meet specific needs.

In contrast, the role of men in this craft is limited to the most difficult work such as shearing wool or cutting hair, collecting lint, making ropes and preparing these items for the later stages of manufacturing.
The social meanings and functions associated with the practice of Sadu in Bedouin communities of the UAE are still present among women of all ages now residing in remote villages and in newfound communities that thrive near major cities.

In a cultural sense, the gathering of women while working on the Sadu is an occasion for conversations and discussions pertaining to the community, such as family news and other various topics of interest.

These gatherings also nurtured knowledge and culture through the exchange of experiences and information related to the Sadu and marketing of the product.

Practitioners, researchers, and specialists in heritage are aware of the cultural dimensions of the colours used in Sadu, as well as the symbols, shapes, and drawings and how they relate to the traditional culture of desert communities, the desert environment and their close association with national identity and forms of economic activity based on the resources that are available in the environment.

The Sadu craft has become a symbol of daily life and its requirements in both desert and urban environments. The inhabitants of urban areas of Bedouin origin brought with them Sadu and introduced it to their homes alongside their modern furniture, particularly with regards to mattresses, cushions, pillows, and rugs of traditional shapes and colours and cultural symbols.

Many residents in and around urban centres are keen to highlight their cultural association with the craft by erecting Sadu tents in front of their modern homes and decorating them with traditional Sadu furnishings.

This is in addition to the relationship Emiratis continue to have with the Sadu through visits to their original habitats in the desert rich in elements from this heritage.

B.2. Assessment of its viability and current risks

Please describe the current level of viability of the element, particularly the frequency and extent of its practice, the strength of traditional modes of transmission, the demographics of practitioners and audiences and its sustainability. Please also identify and describe the threats, if any, to the element’s continued transmission and enactment and describe the severity and immediacy of such threats, giving particular attention to any strengthening or weakening of the element’s viability subsequent to inscription. Between 200 and 500 words

Since the craft of Sadu was inscribed on the UNESCO ICH List in Need of Urgent Safeguarding in November 2011, efforts have been deployed by practitioners, governmental and non-governmental cultural institutions, and heritage clubs to remove it from the threat of extinction and increase awareness of its importance by maintaining and increasing the number of women actively practicing it and transmitting it to the younger generations, in addition to providing means of promotion and support for individuals and families working in the craft in order to protect and sustain it.

Eight years later, it can be clearly observed that Sadu: Traditional Textile Skills in the UAE has become a viable element in terms of practitioners’ numbers, the frequency of its passing down from older women to younger generation, and in terms of training, geographic distribution of practices, and community awareness as to the importance of preservation and safeguarding.

The sustainability of Sadu craft’s practice was the result of serious social and governmental efforts that continued throughout this period in the face of numerous obstacles.

Perhaps the most prominent indicators of this progress and the viability of sustaining the Sadu are:
- Raising awareness for the cultural, social and economic value of Sadu, the importance of preserving it, and the positive response to plans and measures taken in this regard. This growing awareness and interest in the Sadu can be seen through the high levels of attendance at over 422 discussions, panels, and events that highlight its significance to Emirati culture.
- Increasing the number of artisans practicing the Sadu craft in institutions, centres, heritage clubs, institutes, committees, governmental and community bodies, practicing families, and various other entities. Many of these bodies have grown to include hundreds of practitioners of Sadu.
- The willingness of the trainees (youth category) to enroll in courses established to transfer the skills of the Sadu from elderly and qualified women to younger generations. The Sougha Foundation, for example, held 116 training courses on the Sadu, and Al Ghadeer UAE Crafts has trained hundreds of women in the craft's technical aspects, at the Heritage Village over a period of six months.
- Establishment of the House of Artisans at Qasr Al Hosn in Abu Dhabi to train and qualify hundreds of artisans and prepare them to practice a variety of crafts, including the Sadu.
- Establishment of three training centres in Abu Dhabi and Al Ain, to train artisans in traditional crafts, especially Sadu.

B.3. Implementation of safeguarding measures

Please report on the safeguarding measures described in the nomination file, and previous report, if any. Describe how they have been implemented and how they have substantially contributed to the safeguarding of the element during the reporting period, taking note of external or internal constraints such as limited resources. Include, in particular, information on the measures taken to ensure the viability of the element by enabling the community to continue to practise and transmit it. Include the following detailed information concerning the implementation of the set of safeguarding measures or safeguarding plan:

B.3a. Objectives and results

Indicate what primary objective(s) were addressed and what concrete results were attained during the reporting period. Between 200 and 500 words

Since the inscription of Sadu in UNESCO, several key objectives have been met, including:
- Providing the necessary incentives for stakeholders in the craft to encourage and enhance its continued practice.
- Developing traditional Sadu products to maintain their authenticity and competitiveness with similar traditional products from abroad.
- All segments of society have given priority to preserving and transmitting the Sadu heritage to younger generations.

a) In addition to the role played by the family in passing down the heritage of the Sadu from generation to generation, the means by which this knowledge is transmitted have been enhanced and diversified to highlight the role of Sadu practitioners. This required the development of numerous programs, initiatives, and plans that contributed to diversifying methods of transferring skills and experiences and attracting younger women to train in the Sadu craft.

The most considerable initiative has been the Sougha Initiative of the Khalifa Fund for Enterprise Development, where, among other outcomes, some thirty Sadu crafting experienced women trained approximately 500 apprentices.
- The Al Ghadeer UAE Crafts, a subsidiary of the Emirates Red Crescent, has also trained and qualified hundreds of members in the Sadu over a period of six months.

In turn, community centres in schools trained hundreds of students in the Sadu craft through intensive courses under the supervision of experts in the field.

The Emirates Heritage Club, through the Women's Workshop at Breakwater - Abu Dhabi (Bait Al Sadu), is also working on providing ongoing training courses for those wishing to learn the Sadu craft and graduating dozens of them at the end of each course.

b) Providing incentives to the Sadu practitioners:

The Emirati population, through the concerned bodies, is keen to provide financial and technical support to Sadu practitioners.
- The House of Artisans of the Department of Culture and Tourism - Abu Dhabi has engaged 27 craftsmen on a fixed monthly salary.
- Between 35 and 55 artisans from the Women's Union take part in local and international heritage festivals in return for material and moral rewards.
- Sougha provides many outlets to promote Sadu products in an attempt to raise the annual income of the practicing artisans to 24,523.00 USD.
- Demand for Sadu products is expected to increase to 2,452,316.00 USD during EXPO 2020.

**c) Development of Sadu Products:** The inscription of Sadu in UNESCO has contributed to searching for innovative ways to develop Sadu products so that they may compete with similar imported products.
- Manufacturing newer Sadu products that are based on their traditional counterparts such as: bags, gifts, home furnishings, wallets, purses, medals, home decorations, book bindings, etc.
- Manufacturing products for children.
- Introducing leather elements in numerous Sadu products and designs.
- Using Sadu products to furnish and decorate traditional mud and wicker houses.

**d) Improving documentation and data collection activities related to the Sadu craft.**
- Documenting references pertaining to Sadu through a project elaborated by DCT.
- Sharjah Institute for Heritage has started to document the craft in its specialized publications.

### B.3b. Safeguarding activities

List the key activities that were carried out during this reporting period in order to achieve these expected results. Please describe the activities in detail and note their effectiveness or any problems encountered in implementing them.

**Between 500 and 1000 words**

Various communities, groups, organizations and government bodies have adopted several initiatives to ensure the safeguarding of Sadu craft and its development and transmission to future generations. Among the most significant of such initiatives and activities that have been carried out are:

a) **Training:**
- The Department of Culture and Tourism - Abu Dhabi has set up the Artisan Centre with branches in Abu Dhabi and Al Ain to train and qualify Sadu practitioners.
- Sougha has launched a project that includes 30 experienced Sadu artisans for training and qualifying newcomers wishing to learn the craft.
- The Khalifa Fund for Enterprise Development works within the framework of the "Comprehensive Female Artisan" project to benefit from women who have skills in several traditional crafts, including the Sadu craft, in training and transferring expertise to aspiring female trainees.
- In order to preserve the craft of Sadu and increase the demand for its traditional products, the Women's Union has issued directives calling on contestants in camel racing held in different parts of the UAE to use traditional Sadu products as part of their riding gear throughout the year.
- Al Ghadeer UAE Crafts held a six month training course in the Heritage Village in Abu Dhabi from which 265 trainees graduated.
- Emirates Industrial Company (SENAAT) sponsors numerous programs undertaken by community organizations related to the Sadu craft, through supporting their initiatives and projects, especially the establishment of training courses aimed at increasing the number of its practitioners.
- The Ministry of Social Affairs established more social development centres and attracted many Sadu practitioners to pass their skills down to trainees wishing to learn the Sadu craft in addition to supplying the local market with a variety of Sadu products.
- The inscription of Sadu on the UNESCO List has prompted groups, communities, government agencies and institutions to increase training in the craft in order to sustain and preserve its practice. There is also what is known as 'ongoing training' whereby experienced practitioners visit schools for girls throughout the year to offer guidance and training in the Sadu craft.

This is in addition to training provided at festivals such as the Sheikh Zayed Festival, held annually in November, Dubai Shopping Festival, Al Qattara Traditional Handicrafts Festival, Camel Festival, Al Dhafra Dates Festival, Janadriyah Festival, and Samaliyah Annual Forum for Students held during summer break.
b) Marketing Sadu Products:
- Since the launch of the Abu Dhabi Business Women Council, the Mubdi’ah (Creative) project has sponsored the efforts of female artisans practicing Sadu crafts in their homes to communicate with consultancy firms in craft work, marketing agencies, exhibition organizers, conferences, festivals, and training courses to provide various forms of training, advice, and product marketing.
- Sougha has signed an agreement with Etihad Airways (the national airline of UAE) to provide the latter with quantities of Sadu products to be presented as gifts to travelers and to sell in its lounges at airports and other outlets. This required of Sougha to contract more than 500 artisans who are either self-employed (practicing families) or work for community and government institutions to provide the required products.

c) Supporting the Practitioners of Sadu Heritage:
- The Department of Culture and Tourism - Abu Dhabi, supports more than 128 practicing families in order to sustain their practices and increase their production, in addition to granting 27 artisans monthly salaries for training and promoting the Sadu craft.
- The Khalifa Fund for Enterprise Development - through Sougha - markets the Sadu products of about 100 artisans in Al Dhafra, each of whom earns 8,174.00 – 10,900.00 US Dollars annually.
- The Department of Culture and Tourism - Abu Dhabi, along with the Hamdan Bin Mohammed Heritage Centre and the Emirates Heritage Club provide many opportunities for artisans to showcase their Sadu production at festivals and exhibitions held inside and outside the UAE.
- The Khalifa Bin Zayed Al Nahyan Foundation for humanitarian aid has helped support 100 practitioners of the Sadu craft by promoting their products at the Liwa Dates Festival and other cultural events by providing shops (stalls) to display their products.
- Female Artisans working in the House of Artisans in Abu Dhabi and Al Ain receive a monthly salary of about 3,814.00 US Dollars. Artisans working in the FORSATY project of the Ministry of Labour receive a similar salary as well.

d) Raising Awareness of Sadu:
- The Department of Culture and Tourism - Abu Dhabi and other cultural and heritage institutions are keen to involve Sadu artisans in festivals and exhibitions to promote their craft by presenting live demonstrations to the public.
- The Sharjah Institute for Heritage, the Women's Union, Hamdan bin Mohammed Heritage Centre, and the Emirates Heritage Club all publish newsletters, research papers, studies, and films on the Sadu craft.
- The Department of Culture and Tourism - Abu Dhabi, has published a documentary book as well as brochures and electronic footage on the Sadu craft.
- The Ministry of Education is working to include Sadu in its curriculum at various stages of education.

B.3c. Participation of communities, groups or individuals in the safeguarding activities

Describe how communities, groups or, if appropriate, individuals as well as relevant non-governmental organizations have effectively participated, including in terms of gender roles, in the safeguarding measures. Describe the role of the implementing organization or body (name, background, etc.) and the human resources that were available for implementing safeguarding activities.

Between 200 and 500 words

In various ways, individuals and groups participate in safeguarding the Sadu heritage through presentations, exhibitions, festivals, and other cultural events held throughout the year. Others promote the Sadu craft, its heritage and cultural value in society through articles, studies, and books while other affluent community members provide material support for events, activities, and training courses related to the heritage of Sadu.

Among the non-governmental organizations dotted throughout the United Arab Emirates that contribute to the safeguarding and passing down the Sadu craft to future generations are:
- Al Nakheel Society For Art & Popular Heritage, founded in 1986 to preserve folkloric arts, works tirelessly to preserve traditional handicrafts and increase the number of practitioners
through training courses for the youth. The Sadu craft is well represented in these courses which enabled dozens of women to become skilled in the craft.

- The Shamal Folk Arts and Theatre Society is among the non-governmental organizations working to revive Emirati heritage, including heritage associated with crafts and traditional industries where the Sadu craft is centre stage. Founded in December 1989 and located in Ras Al Khaimah, this society has hosted many training courses in the Sadu craft, providing dozens of women with the necessary skills to practice this craft.

- Al Mataf Heritage & Marine Folklore Society: Since its establishment in 1999, this association has attracted dozens of trainees to the Sadu craft with workshops and training courses supervised by some 40 trainers.

- Other non-governmental heritage societies that have projects, plans, and training programs to preserve and transfer Sadu to young women are Al Rams Association for Folk Arts and Ibn Majid Association for Popular Arts and Rowing, both founded in 1984.

- Furthermore, many institutions, clubs, and bodies adopted plans to promote the Sadu craft and the sustainability of its practice with support from the government and local communities. Examples include the Emirates Heritage Club established in 1993. This club has extensive programs to attract trainees to the traditional crafts at the Samalia Summer Heritage Camp. These programs are dedicated to training students during the summer holiday in addition to teaching them some traditional sports.

Significant efforts are also being made to safeguard the heritage of Sadu by other initiatives and institutions, including the Sougha initiative, which deals with the development and marketing of Sadu-based handicrafts, and Al Ghadeer, which attracts hundreds of artisans for training and marketing their products.

**B.3d. Timetable**

*Indicate, in a timetable, when each activity was implemented.*

**Between 200 and 500 words**

1. **Annual (2015-2019):** Many activities are sponsored by non-governmental heritage societies to support their programs for increasing the number of practitioners of the Sadu craft and the transfer of associated skills to future generations.

   Al Nakheel Society For Art & Popular Heritage, for example, trains and qualifies some 35 highly skilled Sadu artisans. These graduates are then assigned to train others.

   The Shamal Folk Arts and Theatre Society, Al Rams Association for Folklore, and Al Mataf Heritage & Marine Folklore Society also have plans and programs in this field, although the number of female crafts graduates varies every year from one association to another.

   Funding for these activities also varies depending on member contributions, earnings from the activities of each association, and the aid donated by affluent individuals.

2. **Annual (2015-2019):** During the period from October 30 - November 16, Al Qattara Traditional Market (Souq Al Qattara), held every year in Al Ain Oasis gives handicrafts, including Sadu, special importance by making 55 shops available to practitioners to promote and sell their products, in addition to training workshops held for school students and visitors to teach them the Sadu craft.

   Each year, more than 326,976.00 USD is allocated to the festival. Its market opens Friday and Saturday throughout the year which provides an opportunity for more visitors to buy traditional products, including Sadu products. The number of visitors to this market exceeds 7,000 on weekends and 5,000 daily on weekdays.

3. **Annual (2015-2019):** From November 30 - January 27, the Sheikh Zayed Festival, held in Al Wathba (about 35 km from the capital Abu Dhabi) is one of the most significant cultural festivals held in the Arabian Gulf region, due to the diversity of cultural activities and events that are offered in it. The Department of Culture and Tourism - Abu Dhabi, has set aside a part of the festival to establish its own pavilion with annual funding of over 681,199.00 USD devoted to the Sadu as a way to promote this craft and its traditional products.

4. **Since the opening of its first branch in Al Ain in 2018 and the second branch in Abu Dhabi in 2019 (each with an operating budget worth 544,959.00 USD), the House of Artisans has**
become one of the most prominent places promoting the traditional Sadu craft and attracting large numbers of young women wishing to accomplish their training there.

5. The Al Samalia Forum, organized by the Emirates Heritage Club, provides an opportunity for school students to get acquainted with the Sadu craft and practice it in training workshops supervised by skilled artisans during summer break (July and August) and winter break (mid-December to mid-January annually).

6. Numerous non-governmental organizations involved in the Sadu craft are willing to take advantage of the six-month EXPO 2020 event in Dubai to promote traditional Sadu products. Around 60 million visitors are expected to visit the Expo and sales of Sadu products are expected to reach 2,452,316.00 USD.

**B.3e. Budget expenditures**

Provide the detailed amounts of the funds used for the implementation of each activity (if possible, in US dollars), identifying the funding source for each (governmental sources, in-kind community inputs, etc.).

**Between 200 and 500 words**

1. Activities of Heritage Associations Related to the Sadu Craft:
Heritage associations throughout the UAE allocate annual budgets to fund training and preservation initiatives for the Sadu craft. The amounts range from 13,623.00 to 21,798.00 USD and are usually from membership fees or earned through the associations' revenue-generating activities such as exhibitions, festivals, cultural events, in addition to grants and donations from government entities and social agencies.

2. Activities and Events at Al Qattara Souq:
The Department of Culture and Tourism - Abu Dhabi allocates an annual budget of about 408,719.00 USD to fund activities and events at the Traditional Crafts Festival, held in the Al Qattara Souq in Al Ain. From this budget, about 130,790.00 USD goes to preservation and training in the Sadu craft and supporting the artisans.

3. The Sheikh Zayed Festival:
Artisans participate in this festival with many Sadu-related activities such as live demonstrations and training courses. The amount allocated for these activities is estimated at 463,215.00 USD, which comes from the festival's general budget and sales of Sadu products.

4. House of Artisans in Abu Dhabi and Al Ain:
The Sadu craft is practiced in these two centres by craftsmen who receive a monthly salary in exchange of training apprentices and producing a variety of Sadu products. Each centre is allocated an annual budget of 136,239.00 USD which comes from the sale of Sadu products, a special fund set aside for the purpose, and donations.

5. The Al Samalia Summer Heritage Camp is one of the most significant annual events for the promotion of traditional crafts, including the Sadu. The festival attracts a large number of students during their school holidays, many of whom are trained in the Sadu craft. The Emirates Heritage Club allocates an annual budget of about 231,607 USD towards these activities.

**B.3f. Overall effectiveness of the safeguarding activities**

Provide an overall assessment of the effectiveness of the activities undertaken to achieve the expected results and of the efficiency of the use of funds for implementing the activities. Please indicate how the activities contributed to achieving the results and whether other activities could have contributed better to achieving the same results. Also indicate whether the same results could have been achieved with less funding, whether the human resources available were appropriate and whether communities, groups and individuals could have been better involved.

**Between 400 and 600 words**

The purpose of inscribing Sadu: Traditional Textile Skills in UAE in November 2011 on the UNESCO List, was to safeguard and preserve this heritage element as well as to highlight the threats with the hope to ward them off through intensifying both governmental and non-governmental efforts in order for it to be transferred to the ‘Living Heritage’ category of Emirati society.
Henceforth, eight years after the inscription of Sadu on the UNESCO Urgent Safeguarding List, it appears that the inscription has amounted to its goals and objectives, and the fear of extinction regarding the craft has become a distant thing of the past. This was the result of extensive efforts to combat the factors that led to its inscription in UNESCO.

The following are some of the measures and activities taken to combat threats facing the Sadu craft and an assessment of their effectiveness:

1. Inscription of the element on the UNESCO USL constituted international recognition of its importance to Emirati heritage which raised awareness and motivation among individuals, groups, communities, and non-government institutions to safeguard the Sadu heritage.

2. Encouragement for Sadu craft relevant groups, non-governmental organizations, associations and private companies to take extraordinary measures, activities, and programs to preserve the traditional craft and ensure this is passed down to future generations.

3. The efforts and activities adopted for the sustainability of the Sadu craft were directed at the fundamental and central aspects of the heritage, particularly the increase in the number of practitioners from diverse age groups after the phase that was limited to the elderly. This has been monitored in the data and statistics from training courses that have been implemented throughout this period. The Sadu Heritage Campaign has spread across the entire geographical area of the UAE, and there are currently qualified practitioners of all ages.

4. Artisans could not continue to practice the Sadu craft without appropriate financial returns. Several non-governmental and government organizations worked to increase the income of practicing families and artisans of Sadu crafts by providing them with several outlets to sell their products. Examples of these outlets are: festivals and exhibitions, traditional markets, land, sea and air outlets, shopping malls, in addition to contracting craftsmen to produce work to order, all of which raised practitioners' incomes to over 10,899.00 USD annually.

5. Competition from imported products similar to local Sadu products posed another challenge for individuals, groups, and the concerned institutions. It was therefore necessary to develop locally made products by setting new specifications and uses and steer production towards smaller items such as handbags, laptop bags, key chains, and other accessories.

On the other hand, competition with imported products in addition to the development of new local products required appropriate publicity, promotion and stimulating local demand. Examples of that include requiring camel racers to use Sadu products and directing some institutions to create incentives and develop new Sadu products.

It also required the development of various tools used within the craft, as well as cooperation with the Abu Dhabi Quality and Conformity Council to protect the rights of Sadu designs and products.

And thus, individuals and representatives of governmental and non-governmental organizations participated in the workshop for the preparation of this report on September 9 -10, 2019, where they agreed that the risks faced by the Sadu craft in the past have been eliminated and that the inscription had a positive outcome on the craft’s preservation and sustainability.

Consequently, the Sadu craft’s status within UNESCO should be taken into consideration for an eventual shift from the Urgent Safeguarding List to the Representative List of Intangible Cultural Heritage.

C. UPDATE OF THE SAFEGUARDING MEASURES

C.1. Updated safeguarding plan

Please provide an update of the safeguarding plan included in the nomination file or in the previous report. In particular, provide detailed information as follows:

a. What primary objective(s) will be addressed and what concrete results will be expected?

b. What are the key activities to be carried out in order to achieve these expected results? Describe the activities in detail and in their best sequence, addressing their feasibility.

c. How will the State(s) Party(ies) concerned support the implementation of the updated safeguarding plan?
Based on the previous periodic report submitted to the concerned bodies of UNESCO on December 15, 2015 regarding the Sadu’s status as a traditional form of handicraft in the UAE and the reasons for its inscription on the Urgent Safeguarding List in order to preserve and sustain its practice, the safeguarding plan aims to:

- Continue to increase the number of the Sadu’s practitioners and encourage its success, especially among younger women.
- Increase directives to protect the traditional Sadu craft through artisanal-related wage increments, and awareness-raising concerning the craft’s preservation and sustainability.
- Enhance manufacturing of Sadu handicrafts to meet international standards to better compete with imported products.
- Develop the means of training and qualifying artisans and enhancing their creativity and innovation.

1. In order to increase the numbers of practitioners of the Sadu craft, especially among the youth, tremendous work has gone underway to develop a database for documenting artisans and practicing families throughout the country.

In addition, there are ongoing training and promotion programs run by governmental and non-governmental institutions, including:

- The Dubai Creativity Society and Forsaty Project to provide technical, material, marketing, and legal services to artisans and practicing families, the Al Mubd’ah Project qualifies trainers in the craft, and the Heritage Leadership Project sponsored by the Emirates Heritage Club, aims to train and qualify a large number of young women in the Sadu trade.

2. In order to build positive attitudes among young women towards practicing the Sadu craft, there are plans for several community centres and governmental and non-governmental institutions in order to:

- Raise wages for artisanal-practicing families by providing them with shops to sell their products. In its next strategic plan (2019-2024), the Festival of Crafts and Handicrafts will establish a permanent market for traditional products including Sadu in Al Qattara Souq. Organizations such as Sougha and Al Ghadeer are also buying products from artisans to market them locally and abroad to supplement their income.

3. In order to develop Sadu products, supply contracts have been signed between a number of institutions and associations and companies, including ADCO Petroleum Company, Emirates Industrial Company (SENAAT), and Etihad Airlines to provide Sadu products with certain specifications and for specific uses.

4. With regards to upgrading the criteria of qualification, training, and preparation of creative artisans in the Sadu craft, a plan has been elaborated for granting artisans a license to practice based on skill, product development, quality, and innovation and in order to recognize them as competent and qualified practitioners.

The government will support these plans and programs with financial assistance, providing training centres, and organizing festivals, exhibitions, and other promotional activities.

C.2. Timetable for future activities

Provide a timetable for the updated safeguarding plan (within a time-frame of approximately four years).

Governmental and non-governmental bodies and institutions have adopted programs and plans for the next five-year plan (2019-2024) for the preservation of cultural heritage, especially the Sadu craft.

Conservation plans adopted by the Department of Culture and Tourism - Abu Dhabi, for example, started with the inscription of Sadu on the UNESCO Urgent Safeguarding List in 2011, in addition to efforts throughout the UAE to develop traditional Sadu products to meet contemporary needs, increasing the number of training centres and developing their competencies, raising the level of revenue earned from Sadu products at the national level as well as the incomes of practitioners and practicing families.
Accordingly, the following future plans will be carried out in the updated safeguarding plan for Sadu within the parameters of the 2019-2024 five-year plan, as follows:

- Qualifying 900 young craftsmen and craftswomen to become trainers including 250 specialists in the Sadu.
- Granting 2000 craftsmen and craftswomen licenses to practice a craft, including 650 specialists in the Sadu craft.
- Revenues from Sadu products are expected to reach 5,722,070.00 USD by 2024.
- Continuing to promote the Sadu craft as a basic traditional skill practiced by individuals, groups, and communities in UAE from the past to the present. This promotion will be conducted through:
  - Providing educational and training institutions with the Book of Sadu recently published by the Department of Culture and Tourism - Abu Dhabi and later publications on elements of heritage inscribed in UNESCO as references for the inscription of Sadu in school curricula and associated activities.
  - Increasing the number of artisanal houses that attract young female trainees to the Sadu craft, from the current 3 houses to 8 houses by 2024, each of which will be staffed by qualified and highly skilled trainers equipped with all the necessary tools.
  - Increasing current initiatives for attracting female trainees to the Sadu craft to 12 initiatives by 2024, including:
    - Workshops targeted at school students and training activities at the annual Zayed Festival in Al Wathba, the annual Hunting and Equestrian Festival, and social, cultural, and heritage development centres, in addition to initiatives such as Sougha and Al Ghadeer project, etc.
  - Promote the Sadu craft at EXPO 2020 (October 2020 - April 2021) where approximately 60 million visitors are expected and a targeted sales of Sadu products are estimated at 2,452,326.00 USD.
  - Increasing the number of Sadu practitioners to 1200 craftsmen and craftswomen.
  - Granting 600 artisans licenses to practice the Sadu craft according to set standards.
  - Increasing the income of families practicing the Sadu craft to 16,348.00 USD annually.
  - Development of 35 traditional Sadu products that meet contemporary tastes and specifications.

C.3. Budget for future activities

Provide the estimate of the funds required for implementing the updated safeguarding plan (if possible, in US dollars), identifying any available resources (governmental sources, in-kind community inputs, etc.).

The following are examples of budgets for the maintenance and development of the Sadu craft by Al Ghadeer Foundation, Abu Dhabi House of Artisans, and the Department of Culture and Tourism - Abu Dhabi. In 2020, the amount allocated for the maintenance and development of Sadu craft products is distributed as follows: Product design, wages, price and preparation of raw materials, marketing, training, support for productive families, construction of wings for craftsmen in festivals and exhibitions, craftsmen houses:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Source of Finance</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>313,351.50</td>
<td>Al Ghadeer</td>
<td>- Total in US Dollars</td>
</tr>
<tr>
<td>16,348.77</td>
<td>&quot;</td>
<td>- Design of Sadu products</td>
</tr>
<tr>
<td>27,250.00</td>
<td>&quot;</td>
<td>- Artisan wages</td>
</tr>
<tr>
<td>5,405.00</td>
<td>&quot;</td>
<td>- Cost of raw materials</td>
</tr>
<tr>
<td>5,405.00</td>
<td>&quot;</td>
<td>- Equipment</td>
</tr>
<tr>
<td>27,250.00</td>
<td>&quot;</td>
<td>- Artisan training</td>
</tr>
<tr>
<td>136,239.78</td>
<td>&quot;</td>
<td>- Marketing</td>
</tr>
<tr>
<td>95,367.00</td>
<td>&quot;</td>
<td>- Educational</td>
</tr>
<tr>
<td>231,607.62</td>
<td>Department of Culture and tourism-</td>
<td>- House of artisans (promoting Sadu)</td>
</tr>
</tbody>
</table>
C.4. Community participation

Please describe how communities, groups and individuals, as well as relevant non-governmental organizations have been involved, including in terms of gender roles, in updating the safeguarding plan, and how they will be involved in its implementation.

Between 200 and 500 words

The safeguarding of the Sadu element required the direct and active involvement of its practitioners, including individuals, groups, and communities such as the Bedouin communities of Al Dhafra, the Northern Emirates, and other areas where the craft is practiced.

The methods of participation of these bodies vary. Practicing families made Sadu products in their homes and trained groups of women who wanted to learn the craft. This category of the Sadu Heritage Campaign was also invited to participate in local festivals and exhibitions, including:

Al Qattara Traditional Handicrafts Festival, Liwa Dates Festival, Al Dhafra Camel Festival, Al Wathba Heritage Festival, and the Hunting & Equestrian Exhibition in addition to participating in Gulf and Arab festivals in Saudi Arabia, Morocco and other countries.

All of these participants were active in instructing the public on the Sadu craft and providing live demonstrations of its practice, tools, and products.

They also held workshops and training courses ranging from a few days to several months, which were offered to school students and women.

These workshops were held in places such as the House of Artisans in Al Ain, the House of Artisans in Qasr Al Hosn, the Crafts Centre in Samha and Al Samalia, in addition to many other locations in different parts of the country.

The leading role played by the Sadu Heritage Campaign in organizing these workshops and achieving their goals should also be noted since many of these workshops were held on an ongoing basis which encouraged participants to sign up to successive courses. They also involved groups of highly skilled practitioners and pursued the concept of the aforementioned ‘Comprehensive Female Artisan’.

The participation of communities, groups, and individuals in the safeguarding of the Sadu craft was also evident in the development of traditional products to meet many contemporary needs and compete with imported products.

This required parallel efforts by developers of Sadu designs and the introduction of new and distinctive designs by many artisans.

All of this was achieved while preserving the authenticity of the Sadu and providing consumers with a variety of choices and applications of the products.

Thus, new Sadu products were developed along with the skills of artisans who practiced the craft in their homes, workshops, or marketing outlets.
C.5. Institutional context

Please report on the institutional context for the local management and safeguarding of the element inscribed on the Urgent Safeguarding List, including:

a. the competent body(ies) involved in its management and/or safeguarding;

b. the organization(s) of the community or group concerned with the element and its safeguarding.

Not to exceed 150 words

Concerned bodies:
Department of Culture and Tourism - Abu Dhabi
Intangible Heritage Dept.
P.O. Box: 94000, Abu Dhabi, UAE
Al Ain Museum
P.O. Box: 15715, Al Ain, UAE
Phone: +97137641595 - Fax: +97137658311
Ministry of Culture & Knowledge Development
P.O. Box: 41464 Abu Dhabi
Phone: +97124466145 - Fax: +97124451444 - https://www.mckd.gov.ae
Emirates Heritage Club - NGO
P.O. Box: 42959 Abu Dhabi
Phone: +97125584440 - Fax: +97125582224 - cerehc@emirates.net.ae - www.cerehc.org.ae
Abu Dhabi Business Women Council
P.O. Box: 662 Abu Dhabi
Phone: +97126177526 - Fax: +97126177236 - mubdiah@adcci.gov.ae
Family Development Foundation
P.O. Box: 4088, Abu Dhabi
Phone: +97124090111 - Fax: +97124477575 - info@fdf.ae
General Women's Union
P.O. Box: 130 Abu Dhabi
Phone: +97124475333 - Fax: +97124475202 - www.wu.gov.ae
Khalifa Fund for Enterprise Development
P.O. Box: 131313 Abu Dhabi
Phone: +97126960000 - Fax: +97126776688 - info@khalifafund.gov.ae- www.khalifafund.gov.ae
Sadu heritage holders
Fatima Al Mughani
Expert in Heritage / Heritage Museum
Phone: 00971506290087
Haya Al Ameri
Museum owner
00971505343801
Fatima Ahmed
Director of the Emerald Heritage Foundation
0097150629008

D. PARTICIPATION OF COMMUNITIES IN PREPARING THIS REPORT

Describe the measures taken to ensure the widest possible participation of the communities, groups and, where applicable, individuals concerned as well as relevant non-governmental organizations during the process of preparing this report.

Between 150 and 250 words

Preparation of this report was done in such a way to ensure the broadest participation of communities involved in the Sadu craft. This is evidence of the genuine efforts made by a large number of people to safeguard the Sadu and ensure the continuity of its preservation.

The following steps were taken in this regard:
Identifying parties involved in the Sadu craft and contacting them to hold workshops during September 9-10, 2019. These included 122 heritage practitioners, family practitioners and eight civil associations in addition to ten governmental and non-governmental organizations including Sougha, Al Ghadeer, Emirates Heritage Club, General Women’s Union, Abu Dhabi Business Women, Sharjah Institute for Heritage, Abu Dhabi Education Department, Hamdan Bin Mohammed Heritage Centre, Sheikha Amna Centre, Association of Crafts Creations, as well as a number of traders of Sadu products and suppliers of raw materials, especially those used in the development of new products.

- Screening of a documentary film about the Sadu filmed in different parts of the country.
- Organizing debates where the realities of the Sadu craft in the past were discussed as well as the need for its inscription on the USL and the achievements made over the past eight years by individuals, communities, and NGOs to safeguard it.

This was followed by the analysis of a survey done on the Sadu conducted in August 2019 with all concerned stakeholders.

This was yet another one of the tools used to study the Sadu craft’s current status and prepare this report.

### E. SIGNATURE ON BEHALF OF THE STATE PARTY

The report should be signed by an official empowered to do so on behalf of the State, and should include his or her name, title and the date of submission.

Name: H.E. Salma Al Darmaki

Title: Secretary-General of the UAE National Commission for Education, Science and Culture

Date: 15/12/2019

Signature: <signed>