



United Nations  
Educational, Scientific and  
Cultural Organization



Intangible  
Cultural  
Heritage

0163500010  
ICH 267

## International Assistance

ICH-04 up to US\$100,000 and Emergency  
requests – Form

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

For amounts up to US\$100,000 and Emergency requests  
regardless of the amount:  
submit at any time for possible approval by the Bureau of the Committee

**Instructions for completing the request form are available at:**  
<https://ich.unesco.org/en/forms>

*Decisions on granting assistance will be based on an overall appreciation of the request on the following criteria, in conformity with paragraph 12 of the Operational Directives.*

- A.1 The community, group and/or individuals concerned participated in the preparation of the request and will be involved in the implementation of the proposed activities, and in their evaluation and follow-up as broadly as possible.
- A.2 The amount of assistance requested is appropriate.
- A.3 The proposed activities are well conceived and feasible.
- A.4 The project may have lasting results.
- A.5 The beneficiary State Party shares the cost of the activities for which international assistance is provided, within the limits of its resources.
- A.6 The assistance aims at building up or reinforcing capacities in the field of safeguarding intangible cultural heritage.
- A.7 The beneficiary State Party has implemented previously financed activities, if any, in line with all regulations and any conditions applied thereto.

*In line with paragraph 10 of the Operational Directives, the Committee or its Bureau may also take into account whether: (a) the request implies cooperation at the bilateral, regional or international levels; and/or (b) the assistance may have a multiplier effect and may stimulate financial and technical contributions from other sources.*

#### 1. State(s) Party(ies)

*For multinational requests, States Parties should be listed in the order on which they have mutually agreed.*

Cook Islands (CI)

## 2. Project title

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

Not to exceed 200 characters

Documentation and inventory of peu karioi (performing arts) in the Cook Islands.

## 3. Duration of the project

Indicate the total number of months required for the implementation of the proposed project. Assistance from the Intangible Cultural Heritage Fund can cover a maximum period of up to thirty-six months.

18 months

## 4. Forms of assistance requested

Tick the box a. and/or the box b. whether you are requesting financial assistance and/or a service from UNESCO.

Financial assistance means that a financial transaction through a contract will take place from UNESCO to the implementing agency, while the 'service' modality does not necessarily foresee such financial transactions to the requesting States that will receive assistance from UNESCO.

☒ a. Financial assistance

AND/OR

☐ b. Service from UNESCO

## 5. Budget

Attach a detailed budget breakdown in US dollars for the whole project regardless of whether it is a financial assistance and/or a service from UNESCO request, by activity and type of cost, using **Form ICH-04 Timetable and Budget**.

The amount requested from the Intangible Cultural Heritage Fund should be clearly distinguished from the amount to be contributed by the State Party or other sources. The information included in this section should be consistent with that provided under section 13 (Activities) and the **Form ICH-04 Timetable and Budget**.

**Total project budget:** US\$175,899.10

Amount requested from the Fund: US\$99,345.37

State Party contribution: US\$76,553.73

Other contributions (if any):

☒ Form ICH-04 Timetable and Budget attached

## 6. Is this an emergency request that is eligible for expedited processing?

Indicate if this is an emergency request that might warrant expedited examination by the Bureau, in the sense of paragraph 50 of the Operational Directives of the Convention.

☐ emergency request

☒ non-emergency request

## 7. Summary of the project

*Provide a brief description of the project for which assistance is requested, including its overall objectives and main modalities of action.*

*Not fewer than 200 or more than 300 words*

This project focuses on the documentation and inventory of *peu karioi* on Rarotonga and 10 *pa enua* (islands) that make up the Cook Islands.

Traditionally the elders of each island teach and transmit knowledge to the next generation through interaction, storytelling, chants, dances and other practical methods of communicating to the child so that it remains viable. However, this approach is now challenged by over-commercialization of *peu karioi*, an apathetic youthful population, religious imposition, and the migration of many Cook Islanders abroad. Thus, the need to document knowledge relating to *peu karioi* before it is completely lost.

The underpinning objective of this inventorying project by the Ministry of Culture Development (MOCD) is to record and document *peu karioi*, an ICH element which resonates with every Cook Islander and is symbolic of their identity.

The project proposes to engage 20 researchers who will be trained together with 3 supervisors in documentation procedures. Information collected will be stored in a database and the Are Korero (house of knowledge) will be used as vehicle to enhance awareness of, transmission of, and safeguarding of *peu karioi*. It is envisaged that educational and promotional resources, a glossary on performing arts in the CI, *peu karioi* syllabus for the national curriculum, and a mentorship program for youths will be established as a result. Relevant partners will assist in the coordination and implementation of the project such as the Island Councils, the House of Chiefs, island communities, the Ministry of Education, the *Peu Karioi* Association of CI, Women and Youth Associations and others.

Ultimately this project will enhance the recognition of *peu karioi* practitioners who more than often have been stigmatized by religious sects within their communities. This stance will be mitigated boosting the viability of this symbolic element of the CI.

## 8. 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 international assistance for the preparation of nominations for inscription on the Urgent Safeguarding List should use Form ICH-05, and States Parties wishing to request preparatory international assistance for the preparation of proposals for the Register of Good Safeguarding Practices should use Form ICH-06.*

- ☐ safeguarding heritage inscribed on the Urgent Safeguarding List
- ☒ preparation of inventories
- ☒ implementation of programmes, projects and activities for safeguarding
- ☒ awareness raising activities
- ☐ other purposes (       )

## 9. Scope of the project

*Tick only one box.*

- ☐ local (sub-national)
- ☒ 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 Cook Islands located in the south Pacific is made up of 15 islands, 11 of which will be the focus of this inventorying project:

- Manihiki (Area:5 km<sup>2</sup>; Population:213),
- Nassau (Area:1 km<sup>2</sup>; Population:78),
- Penrhyn (Area:10 km<sup>2</sup>; Population:226),
- Pukapuka (Area:1 km<sup>2</sup>; Population:444),
- Rakahanga (Area:4 km<sup>2</sup>; Population:80).

The southern islands comprise:

- Aitutaki (Area:18 km<sup>2</sup>; Population:1,928),
- Mitiaro (Area:22 km<sup>2</sup>; Population:155),
- Atiu (Area:27 km<sup>2</sup>; Population:437),
- Mauke (Area:18 km<sup>2</sup>; Population:297),
- Rarotonga (Area:67 km<sup>2</sup>; Population:13,044),
- Mangaia (Area:52 km<sup>2</sup>; Population: 499).

## 11. Previous financial assistance from UNESCO for similar or related activities

### **SECTION TO BE FILLED IN BY THE SECRETARIAT**

*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

## 12. Background and objectives

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 the 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., **the 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.**
3. Identify, in terms that are 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 13 below (Activities).

Not fewer than 850 or more than 1300 words

The Cook Islands is renowned in the Pacific and the world for their dancing, singing, and drumming coupled with elaborate and colourful costumes that typify the richness of their cultural heritage. All these elements fused are known as *peu karioi* (performing arts). Each of the 11 inhabited islands has its distinctive way of choreographing their dance, composing song melody and lyrics, including chant intonation, varied rhythmic drumbeats, and sounds of the ukulele. In prehistoric days until today, the continuity and transmission of traditional knowledge and cultural practice of the Cook Islander was oral in nature. *Peu karioi* is a traditional way of telling stories, proverbs, myths and legends. It narrates stories of voyaging of their ancestors, genealogical information of clans and their kins-people, stories of resilience, sorrow, triumph, major events in history that impacted their lives, stories that resonate with names of cultural landscapes and seascapes linking people to their environment including imposition of values, good conduct and conservation principles. Basically, it portrays history and solidifies Cook Islander heritage.

*Peu karioi* is important to the Cook Islands community because of its uniqueness, seen as an identity identifier promotes a sense of belonging and national pride. Each community have their own *peu karioi* distinguishing them from.

Although it enhances tourism and contributes to economic development, *peu karioi* has become overly commercialised and much to the dismay of traditional composers and choreographers majority of young people that do remain on the islands have been overwhelmed by tourism-oriented performers on Rarotonga, and the influence from Tahiti (French Polynesia) and diaspora Cook Islanders in Australia and New Zealand, copying their styles and rhythm, losing touch with traditional ways.

Other factors including influence of colonialism, imposition of western religious beliefs and education systems have in their own ways impacted the viability of *peu karioi*. In most communities the latter was deemed pagan, some were savagery and not considered right and proper, while others did not make into the curricular because it was “a way of the past” and to succeed in this modern world, one must live modern and speak English. This had implications on young people today heightening their lack of cultural empathy, inability to perform the words of a chant or song or the lack of interest to perform at all, and misunderstanding of values and sanctity espoused in legends and stories of ancestors. The absence of culture of respect for elders, as most can attest, has led to the increased social problems that young Cook Islanders face not only at national level but also as diaspora community members in neighbouring Oceanic nations.

Therefore, community elders, *House of Ariki* (Chiefs), Island Councils, the *Are Korero* (Traditional house of knowledge), and Government over the years introduced national activities, events, policies, and laws that they hoped would mitigate their concerns. The

*National Cultural Policy* (2017) emphasised the family and community (clan, tribal, villages) as key institutions necessary to ensure that the Cook Islands Maori language and dialects is sustained for future generations and that it all starts from the “home” if the traditional *peu karioi* are to flourish.

In 2010 a National ICH Consultation Workshop was held on Rarotonga bringing together 67 practitioners in the field of traditional navigation, tivaivai (traditional quilting), vairakau maori (traditional medicine), drumming, performing arts, carving, weaving; members of various supporting national organisations such as, National Council of Women, members of the Aronga Mana (traditional leaders), House of Ariki (chiefs), and Religious Advisory Council members. In the said convergence there was unanimous support for the *Peu Karioi* to be used as basis for an initial inventory which will then be emulated for other ICH elements. Ten years later the same view remains.

In modern times *peu karioi* resonated with every Cook Islander, considered central and a symbolical representation of their collective identity, belonging and national pride. But this is challenges by modern day issues, such as climate change, sea level rise, natural disasters, invasive plant and animal species introduced, an apathetic youthful population, continuous movement of people out of the Cook Islands (migration) and now the COVID19 pandemic, it seems that these national level *peu karioi* at the national level through activities all seems inadequate, lack originality, competition-focused and traditional performances declining, on the verge of disappearing. It is therefore critical that an inventory of knowledge and skills associated with *peu karioi* is developed urgently through the documenting of the remaining elderly masters on each island before they pass on.

However to implement the documentation and inventorying process requires the deployment of human capacity dedicated towards the collection of ICH information relating to *peu karioi* from the 11 islands. The spread of these islands across vast ocean is a challenge and to visit these places during the proposed timeframe will require significant financial resources invested. Hence this request for complementary funding from UNESCO to support this initiative. Systems and processes will need to be inaugurated; research and information protocols need to be set-up and appointed personnel need to be trained thoroughly on the procedures and techniques of ICH data collection. The *peu karioi* of the Cook Islands inventory will be a first for the nation upon completion of the project and will be used as model template for future inventory of other elements of Cook Islands ICH such traditional navigation, traditional agriculture methodology, carving, and others. Each of the island will retain/ maintain a copy of their own traditional performance inventory for storage in their respective Are Korero (Island Council National Archive) and a backup kept at the Ministry of Cultural Development National Archive.

The following objectives were identified for this project:

**Short Term:**

- To identify relevant ICH practitioners and collect cultural information pertaining to performing arts in the Cook Islands so it can be documented for posterity.
- To identify and recognise performing arts practitioners and encourage them to share their knowledge for the benefit of the community;
- To undertake awareness within communities to assist in promoting the viability of performing arts and its importance to villages and people in the Cook Islands.

**Medium Term:**

- To engage members of the community to research and document their own ICH.
- To enhance the role of the Are Korero as a repository ICH in the various islands and be a source of knowledge building for young Cook Islanders.
- To work with performing arts practitioners and publish resources for continuity of the knowledge. This includes the development of a glossary of words associated with

performing arts.

- To work in collaboration with educational institutions to accredit practitioners so they can teach performing arts in schools with a set syllabus.
- To assist communities develop standard guidelines to ensure safeguarding of traditional performing arts and these are not to be overly commercialised.

### Expected Results

- 20 community member trained to carry out performing arts documentation.
- Trained community members who could be used later on to carry out other similar ICH inventorying such as traditional medicines, navigational, carving etc.
- Performing Arts information from 11 islands is documented fully and finalised for insertion in database.
- A network of 4 community-based trainers would be inaugurated and would assist in future community inventorying of other ICH elements in the Cook Islands.
- A template database system developed and stored in the Are Korero.
- A procedure for documenting and inventorying ICH in the Cook Islands is established.
- A performing arts glossary is collated, edited, published and circulated.
- A curriculum mapping report for mainstreaming of performing arts in the national curriculum is finalised and submitted to the Minister for Education.
- An accreditation system for ICH practitioners is developed and adopted by the Ministry of Culture and the Ministry of Education.
- A standard guideline for safeguarding performance expressions performing arts including taboos and sensitive matters is developed, and adopted.

## 13. Activities

*What are the key activities to be carried out? Activities need to be described in a logical sequence, explained in a detailed and narrative manner and their feasibility demonstrated. The information included in this section should be consistent with that provided under section 14 (Timetable of the project), section 5 (Budget) and the Form ICH-04 Timetable and Budget. It should include enough details demonstrating that the budget amounts and descriptions included in Form ICH-04 Timetable and Budget are appropriate.*

*Not fewer than 300 or more than 1000 words*

The Ministry of Cultural Development (MOCD) National Cultural Policy Strategy (NCPS) Committee consisting of senior management team will first invite major stakeholders pertinent to peu karioi safeguarding to help steer the CI peu karioi project. This includes a representative from the Te Maeva Nui Performance Groups, the Island Councils and Aronga Mana (traditional leaders).

The project will be driven by seven key activities:

### **Activity 1: Identifying ICH project team (ICHPT) including the community-based ICH Researchers (Duration: 1-2 months)**

The ICHPT - one project manager and three project supervisors being the ta'unga or experts from MOCD; shall be identified and allocated a Region each – (a) Rarotonga, (b) Northern and (c) Southern Group Islands.

This will be followed by a selection of 20 ICH researchers (ICHR) residing in the respective islands/communities as follow: **Rarotonga** (6 ICHR); **Northern Region** - Manihiki (2),

Rakahanga (1), Penhryn (1), Pukapuka (2), Nassau (1); **Southern Region** - Aitutaki (2), Mangaia (2), Mitiaro (1), Mauke (1), Atiu (1). It is critical that the project engage individuals who are multi-skilled, have some or extensive experience in data collection, able to maintain rapport with individuals and communities involved in the project. The ICHR will be key to implementing planned activities throughout the project and post-project.

#### **Activity 2: Resourcing (and asset management) of the project (Duration 1-3 months)**

With logistics involved in undertaking fieldwork in the 20 communities, resourcing an office and ICHRs are pivotal to ensure an effective project implemented. The establishment of an office for strategizing and planning of activities, preparation of ICHRs, the subsequent collation, and compilation of information collected from the field, and the procurement and safekeeping of fieldwork equipment, will be pursued through the signing of a Memorandum of Understanding (MOU) with each Island administration/council. The island councils, MOCD and the Ministry of Education (MOE) will collaborate to resource an existing school library for research purposes by young people.

#### **Activity 3: Establish ICH Database (Duration 1 – 13 months)**

The MOCD Information Technology (IT) team will design and build a user-friendly ICH database system (i.e. software programme) to manage inventorying of information. The ICHR will be trained by IT team to trial the database thereby testing its records management capability. ICHR will feed the fieldwork information collected and enter these into the database with MOCD managing regular updates of the system.

During months 12–13 of the project, the IT team shall commence work on an open data platform to host online the peu karioi inventory list and in future expand to cover other cultural elements post project. The cultural inventory will be accessible to stakeholders and wider public via the MOCD website <https://www.culture.gov.ck/>. The MOCD-IT team, using the Central Government IT server, will ensure that connectivity to the 11 outer islands is maintained through-out and post-project.

#### **Activity 4: Capacity building on inventorying and safeguarding (Duration 1-2 months)**

There will be one week training workshop for Project Manager, 3 supervisors, 20 ICHR and the MOCD-IT Team to be held on the main island Rarotonga. In this workshop, participants will be inundated with 2003 ICH Convention and its link to the project, trained in documentation procedures, traditional sensitivities and protocol, prior informed consent, ICH safeguarding measures, and learning various awareness approaches so that they will effectively carry out the community-based inventorying exercise. In addition, the Supervisors and ICHRs will map out their fieldwork work plan including identification of key peu karioi stakeholders, foreseeable challenges and opportunities. Fundamental to this workshop, is the participants understanding and appreciating the significance of ICH and the need to safeguard these for future generations.

#### **Activity 5: Community Engagement and Fieldwork Survey (Duration 1-12 months)**

ICHR shall conduct in their own respective communities an ICH project awareness meeting with their respective island Council, traditional leaders and key peu karioi stakeholders to inform them of project objectives, benefits, participation of community elders and young people alike in the project, timeframe of implementation and seek advice on traditional protocol to follow. In this preliminary phase ICHRs will, after identifying relevant informants will take time to sit with them to explain about the project and seek their prior informed consent. The ICHPT will conduct one monitoring field visit at each of the communities involved at least by month 8 of the project and no later than month 12. The ICHRs weekly work schedule will include a minimum of at least 3-4 days of practical fieldwork (i.e. interviews, surveys) and a minimum of 1–2 days of consolidating data, preparing reports and sending these back to Rarotonga on a weekly-basis. The project supervisors will continuously update the database and provide support to ICHRs in the writing and documentation of the peu karioi.



**Activity 6: ICH Information Access and Public Awareness of project results (Duration 12-18 months)**

The information compiled in *peu karioi* inventory by the MOCD shall be used in public education and promotional materials for awareness raising in schools, university, public institutions, communities, island administration and for our CI diaspora communities overseas. This however will not be pursued without the informed consent of the practitioners or informants themselves. The advocacy process will target youths and children to mitigate their “boxed” understanding of the need to perpetuate *peu karioi* traditions amidst the global challenges and evangelical forces that engulf the CI. Dissemination strategy includes digital platform i.e. website and links, social media, distribution of DVDs, USBs that could play media in museums, schools, National Archives, National Library, and a major exhibition at the national museum in Rarotonga including mobile exhibitions at the 11 island council halls. This is meant to enrich their knowledge and skills pertaining to performing arts.

**Activity 7: Monitoring, Evaluation and Reporting (Duration 1-18 months)**

ICHRs will submit quarterly reports to MOCD in Rarotonga which will be used for monitoring and evaluatory purpose by the ICHPT, the NCPS steering committee, and respective island councils including communities involved in the project. Intermittent reports, acquittals and later a final report will be compiled and submitted to UNESCO ICH Secretariat based on timeline agreed to by both parties.

**14. Timetable of the project**

*Attach a month-by-month timetable for the proposed activities, using the timetable included in the Form ICH-04 Timetable and Budget.*

*The information provided should be coherent with the detailed activities and their sequences as included under section 13 (Activities). Please note that the activities can only begin approximately three months after approval of the request, at the earliest.*

*The information provided should also be in conformity with the budget overview in section 5. Please note that assistance and service from the Intangible Cultural Heritage Fund can only cover a period of up to thirty-six months.*

☒ timetable attached

**15. 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, 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*

Community participation, engagement and support are vital for the success of this project. Certain members of the community are holders and keepers of CI ICH and communities are key to the viability of CI ICH. With prior informed consent of the community and elders, the documentation process cannot proceed as planned.

In the initial phase of this undertaking, the 2010 national ICH consultation provided the perfect backdrop to community representatives engaging in the national conversation on the subject of ICH safeguarding. The 67 participants comprised of a majority ICH practitioners who were representative of their island communities. The meeting set the basis for the need to

document Cook Island performing arts.

Traditional leaders groups like the Aronga Mana, House of Ariki, Pa Metua (elders) and the religious councils will be contacted and informed of the project and the importance it has to preserving the culture of the Cook Islands. By doing so this will make it easier for access and documentation to be carried out as their influence on the community will be useful.

In the project awareness phase, the MOCD will work with each community in the 11 islands to ensure that all are inundated and prepared for the documentation process. Further the MOCD is relying heavily on community of performers to advise and assist in the cultural information collection process. The Cook Islands Music Association that represents composers, choreographers, dancers and musicians will play a major role in this regard. The *Vaine Tini* (Women's Organisation) will be consulted and be part of the inventorying project giving insight into performing arts and gender perspective, including the important role that women play in the preparation of costumes for the performers.

The most suitable methodology to use for implementing the inventorying will be dictated by the communities involved in the project as they know best cultural protocol, procedures and sensitivities associated. Community members who meet recruitment criteria for fieldworker will be recruited to undertake the documentation exercise in respective islands.

The Are Korero will be the data hub in each community. The collation and editing of information will be done with community custodians and *peu karioi* elders from the different communities present to ensure that information finalized is a true reflection of the element in their islands.

The inventorying will be a mechanism to enhance the transmission of *peu karioi* in schools and the participation of elders in the process of knowledge transfer. This is an opportunity for elders to share their stories in documented format providing the next generation of Cook Islanders with a new insight.

The NCPS Steering Committee will be monitoring closely the implementation of the project. The Committee will also include traditional leaders and representatives of communities on the island since the successful implementation and the sustainability of the initiative will depend solely on the participation of island communities.

## 16. 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 15 to safeguard their intangible cultural heritage. It may also be relevant to describe the impact on the capacities of the implementing organization or partner agency.*

*Not fewer than 100 or more than 300 words*

The project is focused on capacity building providing opportunities for communities, state agencies, island councils and Cook Islanders inundating them with 2003 ICH Convention, transmission, safeguarding and the exchange of ideas on how to best sustain ICH elements.

The project will involve conducting radio and television programmes, distribution of promotional materials, discussion forums with community organisations, school talks and other engagements to advocate, promote and create awareness to traditional leaders, policy makers, island councils, communities and public in generation on the concept of ICH and its viability in the Cook Islands. With policy makers involved, the project is hoped to inundate MOCD policy makers to revise the National Cultural Policy and include a National ICH Action Plan as core deliverable for the MOCD.

Trained community members will use the acquired skills to sensitise communities at large on the awareness, inventorying, documentation and safeguarding processes of *peu karioi* and

other ICH elements. Communities will also be informed of “prior consent” so they are fully aware of their rights to release and use of information solicited from them.

Staff of MOCD and institutional partners will be trained as well on methodology for data collection and understanding storage and access mechanism for ICH information collated.

Art Teachers and peu karioi elders will be part of a special training of trainers (TOT) through collaboration between MOCD and the Ministry of Education in the development of a curricular on peu karioi so that it becomes part of formal learning system of every Cook Island child. The same art teachers and peu karioi will absorb from the project workshops materials they can use to write resources.

This project will provide the impetus for best approach to use in the next round of inventorying in the Cook Islands.

#### **17a. Name of the implementing agency (if financial assistance is requested)**

*In the case of a financial assistance request, indicate the name of the agency, institution or organization responsible for implementing the project to be financed and contracted by UNESCO. Indicate also the name and title of the contact person and other relevant contact information.*

Name of the agency, institution or organization:	Cook Islands Ministry of Cultural Development
Name and title of the contact person:	Mr Anthony Turua, Head
Address:	P O Box 8, Rarotonga, Cook Islands
Telephone number:	+682 20725 or +682 55546
Email address:	anthony.turua@cookislands.gov.ck
Other relevant information:	

#### **Other agencies (for multinational files only)**

*Provide below complete contact information for one implementing agency in each submitting State, other than the agency identified above.*

#### **17b. Name of the proposed partner agency (if a service from UNESCO is requested)**

*In the case of a service from UNESCO request, indicate the name of the proposed partner agency that will implement the project in cooperation with UNESCO. Indicate also the name and title of the contact person and other relevant contact information.*

Name of the partner agency:	
Name and title of the contact person:	
Address:	
Telephone number:	
Email address:	
Other relevant information:	

**Other agencies (for multinational files only)**

*Provide below complete contact information for one proposed partner agency in each submitting State, other than the agency identified above.*

**UNESCO Field Office**

*Please indicate which UNESCO Field Office has agreed to implement the project and has agreed with the proposed budget.*

**18. Strategy of implementing agency and/or partner agency**

1. *Describe the background, structure, mission and relevant experience, etc. of the implementing organization, the body that will be responsible for carrying out the project or the proposed partner agency. Identify the human resources available for implementing the project or supporting its implementation and indicate their division of tasks.*
2. *Describe how the implementing agency or the proposed partner agency will manage or support the project implementation.*
3. *Describe, if applicable, the coordination arrangements with any other partners and their responsibilities in the implementation of the project. Identify the human resources available in each of the entities involved.*

*Not fewer than 150 or more than 1000 words*

The Ministry of Cultural Development (MOCD) will be the implementing agency for this ICH project.

Established by law in 1990, the MOCD principle function includes the preservation, perpetuation and enhancement of the Cook Islands cultural heritage in order to uphold tradition and develop an appreciation for such an important national resource.

The MOCD senior management team consisting of the Secretary of Culture (Mr. Anthony Turua) and the three Directors of Cultural Heritage (Mrs. Justina Nicholas), Cultural Governance (Mrs. Ngarangi Tangaroa-Teio), and Cultural Identity (Ms. Ngatuaiane Maui) have extensive experience and knowledge in the cultural sector especially in the field of ICH safeguarding and have qualifications pertaining to cultural heritage management.

As core members of the NCPS Committee, they will lead the ICH project supported by appropriate key stakeholders in the community involved and the peu karioi sector. This is to ensure effective implementation, monitoring and evaluation of project activities, management of risks, partnerships, and ensure effective use of resources and budget.

In addition to the above, the MOCD will set up a project team (the ICHPT) consisting of the Director of Cultural Heritage as the Project Manager and three of her staff to be project supervisors to oversee, coordinate and serve as Secretariat to the ICH peu karioi project. The Project Manager shall provide quarterly reports to the NCPS peu karioi Committee and UNESCO (MOCD is a member), organise project activities through liaising with key community leaders and stakeholders. The ICHPT will facilitate the training of the 20 community-based ICHRs, ensure timely and proper use of resources, coordinate the inventory process including the dissemination of project findings/results, and oversee project activities are carried out as planned.

To leverage community participation in the project, the community-based ICHRs will be key strategists in planning the project, collecting, collating, recording, promoting, and reporting project activities to the ICHPT on a weekly and quarterly basis. The ICHRs will be trained in in this regard and it is expected that they will be utilised post project when the CI inventory at the national level expands to include other ICH elements.

As per the Cook Islands Traditional protocol, it is best to work with and involve the House of Ariki, Ui Ariki (traditional chiefs), traditional leaders, island councils, religious advisory and island secretaries in this project so that they will be the project 'champions' to advocate for the preservation and safeguarding of the peu karioi and associated elements for future generations. As leaders on their respective islands, the community will pay attention to them and MOCD can rely or utilize them for the Are Korero concept for their community to deliver the project effectively. The Island Councils on the other hand also serves a very important function in this project. As the elected representative institution of all communities on the island, they provide the basis of on the ground implementation of the activity. Some of the members of the Island Councils are (Taunga) experts in the peu karioi; they will effectively "voice" the initiative to their communities.

The formalisation of the Are Korero as an onsite repository or storehouse for recorded knowledge, and to act as a research facility on the various islands will enhance the project. MOCD will be working collaboratively with Traditional leaders and Island Councils to ensure that the Are Korero is a concept that will sustain the unique cultural aspects of the island's cultural history. The MOCD network with the Are Korero contacts will be utilised to ensure that there is strong back up to the work that is happening in the community. Through the involvement of the Ui Ariki, traditional leaders, Island Councils, Island Secretaries, the Performing arts teams and music associations, religious groups, women's groups or (Vaine Tini), and youth groups will be encouraged and invited to be part of the discussion groups highlighting the objectives and importance of the project and their support as the community involved.

Having this community involvement with the project will not only gain their support but empower them to take ownership of safeguarding and transmitting of their history, identity and heritage throughout the generations. More so, the community involvement will ensure sustainability, effective implementation, monitoring and evaluation of project activities, management of risks, involved partnership, and effective and productive use of resources.

## **19. Monitoring, reporting and evaluation**

*Describe how the implementing organization or the proposed partner agency indicated under section 17 and described under section 18 plans to carry out the 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*

The ICHPT will be responsible for weekly monitoring of the project on each island. A checklist of defined activities, goals and results (outcome) will be used as monitoring tool in this regard. The ICHPT will be involved in the planning, implementation and reporting of the activities, they will identify risks and mitigate them appropriately. Reports will be submitted to the NCPS.

The NCPS will facilitate the evaluator aspect of the project. Evaluation critiques and recommendations will be drawn from studying reports submitted by ICHPT.

Communities on each island will be given the opportunity to provide their feedback regarding the project via the ICHRs. The Island Council and stakeholders in respective islands will be updated on the project on a quarterly basis via email or mobile texting for feedback; and with at least two Community meetings held during the 18 months. This feedback will also be part of the evaluation process of the project.

As a Government agency, MOCD's financial controls, verifications, recording and timely reporting is strong and efficient in accounting for project expenses. The ICHPT shall file a final report with the MOCD and onwards to UNESCO. This will include progress reports as per the proposed timelines. The Project leader shall prepare these reports for final sign off by the

Head of MOCD.

## **20. 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 to function after the implementation of the project, describe how and which responsible body would be in charge.*

*Not fewer than 50 or more than 250 words*

The involvement of young people, elders and children throughout the project will ensure sharing of peu karioi knowledge and skills across generation and thereby fostering continuity. The finalized database, an output of this project, will also assist in sustaining wisdom and skills in peu karioi providing insight into the originality of performance, dance and drum beats for future generations.

The communities shall access their island ICH performance arts information through the Are Korero ("House of Knowledge"). As a repository, the Are Korero functions are enhanced and will provide much needed advisory to traditional leaders, elders, House of Ariki and Island council in making decisions that are sustainable and foster safeguarding of peu karioi.

The full consent and participation of the Island Councils will ensure that this project is a community priority and has political will. This is critical for continuity of the project and that communities take ownership of the initiative.

Elders and informants through MOCD and Ministry of Education can publish peu karioi resource materials for use by communities and people in the Cook Islands and abroad. A designated school library on the island will ensure that the resource material is part of historical encyclopaedia of the island.

A mentoring programme established in association with Te Are Korero will encourage young people and local researchers to propagate ICH research and to raise awareness about safeguarding including transmission of this knowledge.

## **21. Multiplier effects**

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

*Not fewer than 50 or more than 250 words*

The established inventorying procedures, the procured documentation equipment and the ICH inventory database contribute to creating a framework for preserving ICH in the Cook Islands and diaspora CI communities. This effort will provide a baseline for similar projects in expanding the inventory to other cultural elements e.g. traditional medicine.

The ICH database will include bi-lingual glossary of performing arts terminologies. This ensures sustainability of language used in the performing arts and that future generations will not be overwhelmed by the influence of foreign culture and words. The diaspora community will have sustained local knowledge in strengthening their mini cultural festivals where they commune e.g. New Zealand, Australia, etc. An online platform will draw forums both domestic and diaspora overseas to study and learn of the rich cultural history of the respective islands.

This provides a business case for increased Government funding and donor/sponsor confidence for MOCD in running national cultural events including major exhibitions at the National Museum to bring out information and themes in sustaining our performing arts and other elements of Cook Islands culture. The MOCD will work with the MOE to incorporate the ICH information of the respective islands in the national curriculum and used as research projects for schoolchildren and young people stimulating interest along with the general public in ICH. This ensures a continuous transmission of cultural knowledge to be protected,

promoted and expressed in for e.g. school cultural events held annually after national Te Maeava Nui festival.

## 22. Contact person for correspondence

### 22.a. Designated contact person

*Provide the name, address and other contact information of a single person responsible for all correspondence concerning the request.*

*For multinational 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.*

Title (Ms/Mr, etc.):	Mrs
Family name:	Nicholas
Given name:	Justina
Institution/position:	Director of Cultural Heritage
Address:	P.O Box 8
Telephone number:	+682 20725
Email address:	Justina.nicholas@cookislands.gov.ck
Other relevant information:	

### 22.b. Other contact persons (for multinational files only)

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

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

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

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

Name: Mr Anthony Turua

Title: Head of Ministry of Cultural Development

Date: 03/09/20

Signature:



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*Name(s), title(s) and signature(s) of other official(s) (for multinational requests only).*

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