CULTURAL MAPPING:
An approach to Safeguarding Indigenous Fijians Intangible Cultural Heritage

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Synopsis of Presentation.

- Introduction
- Development of a Safeguarding measure - legislative & administrative measure
- Implementation - What is Cultural Mapping?
- Programme Capability
- Financial Contribution
- Challenges
- Implications of the CMP initiative on ICH safeguarding and management in Fiji.
- Concluding Remarks.
INTRODUCTION

- Pacific cultures – entrenched uniqueness, diverse and overlapping ICH.
- ICH & Traditional knowledge.
- Fijian society – hierarchical with defined roles and responsibilities.
- Need for safeguarding – problems arising.
DEVELOPMENT OF SAFEGUARDING MEASURE.

- Pre-2003 situation – safeguarding ICH/knowledge Fiji, less of a phenomenon in terms of policy and national planning.
- 2003 – Fiji’s adoption of the Model Law on TK & EC.
- Less familiarity with the 2003 Convention for safeguarding intangible cultural heritage.

INTERNAL LEGAL MEASURE.
- Drafting of national legislation on traditional knowledge and associated expressions.
- Fijian interpretation of the legislation serves two functions – 1] protect indigenous misappropriation; 2] targets the safeguarding of ICH for continuity.
DEVELOPMENT OF SAFEGUARDING MEASURE cont’d.

- ADMINISTRATIVE MEASURE.
  - Preparatory work for monitoring and enforcement of ICH.
  - Cultural Mapping serves three functions:
    1] identification and recognition of custodians of indigenous knowledge and associated expressions; 2] research and documentation; 3] map villages and provinces of existing specific ICH that exist and on the verge of disappearing.
  - Core objectives of the Cultural Mapping Programme
IMPLEMENTATION.

- **What is Cultural Mapping?**
  - Visitation of 15 provinces collecting all types of data.
- Scope of research
- Pilot Testing
- Advocacy and Awareness
- Research Methodology
- Research Procedures and Standards
- Development of a Database System
CULTURAL MAPPING PROGRAMME
PROGRAMME CAPABILITY

- How will the Cultural Mapping impact the Fijian Society generally?
  - economic, social, cultural and education benefits.
CHALLENGES

- Funding obligations and constraints.
- Erosion of ethical principles that govern Fijian protocol and values such as *tabu* and *mana*.
- Loss of custodians.
- Integrity of information given by informants is sometimes questionable.
- Disputes within local community regarding information divulged.
- Monetary focus of Fijian. Show less enthusiasm if they see no economic benefit.
- State policy direction – economic development.
IMPLICATIONS OF CMP ON ICH SAFEGUARDING AND MANAGEMENT IN FIJI.

- Establishment of a repository for elements of ICH in Fiji.
- Establishment of the Living Human Treasures Programme.
  - recognition of ICH and their custodians.
  - 1st award presented at Vutia Village in the Province of Rewa.
- Identification and surveying of once unknown indigenous historical sites.
- Formulation of Cultural Research Policy for Fiji.
- Instigation of the “revival of once-endangered heritage workshops.
- Compulsory status of Fijian in the school curricula.
- Digitization of historical/heritage information.
- Development of women’s craft and their participation in cultural activities.
REVITALISATION ACTIVITIES.
CONCLUDING REMARKS

- Cultural Mapping – a strong foundation for the documentation and inventory making for ICH.
- Recommend that countries that pursue inventory making to use existing social structures and existing networks.

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