

The Italian network of Pro Loco associations and the safeguarding of the intangible cultural heritage



UNIONE NAZIONALE
PRO LOCO
D'ITALIA

UNPLI

UNIONE NAZIONALE
PRO LOCO
D'ITALIA

- **UNPLI**, the Italian network of Pro Loco associations, represents approximately **6,000 Pro Loco associations** (a unique type of Italian association devoted to promoting a specific town or location) from various municipalities and old medieval towns, where approximately 600,000 members work as volunteers (born in **1962**).
- Many Italian towns and small cities have a **Pro Loco**, a civic membership association of volunteers that works with schools, universities and institutions in order to project ways to enhance the town and provide assistance to visitors.



UNPLI, culture and social commitment

- In recent years, UNPLI has carried out various **national projects**, involving and enhancing the work of the Pro Loco in the territories, with the aim of raising awareness among citizens on **social, cultural and environmental issues**, promoting the **social inclusion** of the weakest categories, for an active participation of all citizens in community life.
- With these projects UNPLI wanted to address the social problems related to depopulation of at least 1/3 of the Italian municipalities. We acted in order to **promote a sustainable development** of these places through **promoting cultural and social tourism** and increasing interested visitors.

UNESCO and the 2003 Convention



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage



- Since our accreditation (2012) UNPLI started to raise the awareness of Pro Loco associations about the aims of the 2003 UNESCO Convention, stimulating debates about the opportunities given by the text and underlining the strategic role of the network of the Pro Loco associations in safeguarding the Italian heritage and the urgent need to work in a network with experts and institutions.
- **ICH CONVENTION 2003** - Underlines the **essential role** of local communities in the actions of **safeguarding, protection and enhancement**.

New roles for the Pro Loco and UNPLI

- The Pro Loco, which in some cases directly represent these patrimonial communities, are increasingly assuming a central **role of mediation / dialogue** with **local communities** and with **other bodies** that intend to work for the protection and enhancement of these patrimonies.
- UNPLI has been **raising awareness** of the issues related to the UNESCO ICH Convention for some time and is also at the forefront at an international level to emphasize the **importance of associations and cultural voluntary work**.



From the online inventory “MEMORIA IMMATERIALE”

MEMORIA IMMATERIALE

UN INVENTARIO REALIZZATO GRAZIE A PRO LOCO E COMUNITA' LOCALI

**PRATICHE SOCIALI
ARTIGIANATO
SAPERI**

**RITI E FESTE
FOLCLORE
MEMORIE**

UNPLI È ACCREDITATA PRESSO L'UNESCO PER LA SALVAGUARDIA DEI PATRIMONI CULTURALI IMMATERIALI

UNPLI IS ACCREDITED TO UNESCO'S COMMITTEE FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

PERFORMING ARTS
SOCIAL PRACTICES, RITUALS
TRADITIONAL CRAFTSMANSHIP
ORAL TRADITIONS

Facebook | YouTube | Instagram

The channel is an **online inventory** made thanks to the local communities involved. The channel reached over **8 million minutes viewed**. It collects video contributions on: rituals, festivals, traditions, stories, legends, crafts and dialects.

IMMATERIALE

ARTIGIANATO / TRADITIONAL CRAFTSMANSHIP
di Progetti Unione Pro Loco

**RITI, ESPRESSIONI /
RITUALS, EXPRESSIONS**
di Progetti Unione Pro Loco

**RITI E FESTE -
RITUALS & RITUALS**
di Progetti Unione Pro Loco

**TERRITORI -
TERRITORIES**
di Progetti Unione Pro Loco

**GASTRONOMICA -
TRADITIONS**
di Progetti Unione Pro Loco

**ARTI DELLO SPETTACOLO /
PERFORMING ARTS**
di Progetti Unione Pro Loco

590 video

From the online inventory “MEMORIA IMMATERIALE”



Rutigliano (BA) - Poli Gaetano - Impagliatore di sedie

From the online inventory “MEMORIA IMMATERIALE”

TRADIZIONI ORALI, ESPRESSIONI / ORAL TRADITIONS, EXPRESSIONS di ProgettiUNPLI



Seguici sul canale Youtube PROGETTIUNPLI

UNPLI
UNIONE NAZIONALE
PROGETTI

Cirò (KR) - Turuzzo Cariati - Tradizioni musicali, storie e proverbi

From the online inventory “MEMORIA IMMATERIALE”



From the online inventory “MEMORIA IMMATERIALE”



Pietrapertosa (PZ) - Coniugi Venucci - Tradizione enogastrono...

The ICH NGO Forum

www.ichngoforum.org

The ICH NGO Forum is the platform for communication, networking, exchange and cooperation for NGOs accredited by UNESCO to provide advisory services to the Intergovernmental Committee in the framework of the 2003 UNESCO Convention for the safeguarding of Intangible Cultural Heritage.

NGOs are a pillar for the safeguarding of the World's living traditions, together with the holders of these traditions and the States. The Forum also welcomes NGOs that are active in the field of ICH and are in the process of accreditation.

The ICH NGO Forum organizes meetings and symposia on shared international challenges in the safeguarding policies and practices of ICH, and is particularly committed to follow the implementation and the evolution of the 2003 Convention. Periodic meetings take place simultaneously with the sessions of the Convention's General Assembly (every two years in June) and of the Intergovernmental Committee (annually in December).



The ICH NGO Forum

www.ichngoforum.org



- Since 2013 UNPLI proposed and created the website of the ICH NGO FORUM (www.ichngoforum.org).
- UNPLI also runs the Facebook page “Intangible cultural heritage and civil society”, an open platform where communities, organizations, institutions and individuals interested in the safeguarding of intangible cultural heritage (ICH) can share information. These tools are increasing the visibility of the Forum and involving people, cultural and local communities in its activities.

Ethical Principles for Safeguarding Intangible Cultural Heritage

- Communities, groups and, where applicable, individuals should have the **primary role** in safeguarding their own intangible cultural heritage.
- The **right of communities, groups and, where applicable, individuals** to continue the practices, representations, expressions, knowledge and skills necessary to ensure the viability of the intangible cultural heritage should be recognized and respected.
- **Mutual respect** as well as a respect for and mutual appreciation of intangible cultural heritage, should prevail in interactions between States and between communities, groups and, where applicable, individuals.
- All interactions with the communities, groups and, where applicable, individuals who create, safeguard, maintain and transmit intangible cultural heritage should be characterized by **transparent collaboration**, dialogue, negotiation and consultation, and contingent upon their **free, prior, sustained and informed consent**.

Ethical Principles for Safeguarding Intangible Cultural Heritage

- **Access** of communities, groups and individuals to the instruments, objects, artefacts, cultural and natural spaces and places of memory whose existence is necessary for expressing the intangible cultural heritage should be ensured, including in situations of armed conflict. Customary practices governing access to intangible cultural heritage should be fully respected, even where these may limit broader public access.
- Each community, group or individual should assess the value of its own intangible cultural heritage and this intangible cultural heritage should **not be subject to external judgements of value or worth**.
- The communities, groups and individuals who create intangible cultural heritage should **benefit from the protection** of the moral and material interests resulting from such heritage, and particularly from its use, research, documentation, promotion or adaptation by members of the communities or others.

Ethical Principles for Safeguarding Intangible Cultural Heritage

- The **dynamic and living nature of intangible cultural heritage** should be continuously respected. Authenticity and exclusivity should not constitute concerns and obstacles in the safeguarding of intangible cultural heritage.
- Communities, groups, local, national and transnational organizations and individuals should carefully assess the direct and indirect, short-term and long-term, potential and definitive **impact** of any action that may affect the viability of intangible cultural heritage or the communities who practise it.
- Communities, groups and, where applicable, individuals should play a significant role in determining what constitutes **threats to their intangible cultural heritage** including the decontextualization, commodification and misrepresentation of it and in deciding how to prevent and mitigate such threats.

Ethical Principles for Safeguarding Intangible Cultural Heritage

- **Cultural diversity** and the identities of communities, groups and individuals should be fully respected. In the respect of values recognized by communities, groups and individuals and sensitivity to cultural norms, specific attention to **gender** equality, **youth** involvement and **respect for ethnic identities** should be included in the design and implementation of safeguarding measures.
- The safeguarding of intangible cultural heritage is of **general interest to humanity** and should therefore be undertaken through cooperation among bilateral, sub regional, regional and international parties; nevertheless, communities, groups and, where applicable, individuals should never be alienated from their own intangible cultural heritage.

Council of Europe - Convention on the Value of Cultural Heritage for Society (2005)

- This Convention is based on the idea that knowledge and use of heritage form part of the citizen's **right to participate in cultural life** as defined in the Universal Declaration of Human Rights.
- The text presents heritage both as a resource for **human development**, the **enhancement of cultural diversity** and the **promotion of intercultural dialogue**, and as part of an **economic development** model based on the **principles of sustainable resource use**.

Council of Europe - Convention on the Value of Cultural Heritage for Society

□ Article 1 – Aims of the Convention

The Parties to this Convention agree to:

- a) recognise that rights relating to cultural heritage are inherent in the **right to participate in cultural life**, as defined in the Universal Declaration of Human Rights;
- b) recognise **individual and collective responsibility** towards cultural heritage;
- c) emphasise that the **conservation of cultural heritage** and its **sustainable use** have human development and quality of life as their goal;

Council of Europe - Convention on the Value of Cultural Heritage for Society

□ Article 1 – Aims of the Convention

d) take the necessary steps to apply the provisions of this Convention concerning:

1 - the role of cultural heritage in the **construction of a peaceful and democratic society**, and in the processes of **sustainable development and the promotion of cultural diversity**;

2- greater **synergy of competencies** among all the public, institutional and private actors concerned.

□ Thank you for your attention.

Gabriele Desiderio – gabriele.desiderio@unpli.info

www.unpli.info

www.ichngoforum.org



PRO LOCO®
D'ITALIA

VISITA ED ISCRIVITI AL NOSTRO CANALE



“MEMORIA IMMATERIALE”

A cura di Gabriele Desiderio – gabriele.desiderio@unpli.info - +39 06 99223348