

SEAMEO CULTURAL WEEK
PROJECT GUIDELINES

WHAT IS INTANGIBLE CULTURAL HERITAGE?

According to UNESCO's "Text of the Convention for the Safeguarding of the Intangible Cultural Heritage":

1. *The "intangible cultural heritage" means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. [...]*

2. *The "intangible cultural heritage" [...] is manifested inter alia in the following domains:*

(a) *oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;*

(b) *performing arts;*

(c) *social practices, rituals and festive events;*

(d) *knowledge and practices concerning nature and the universe;*

(e) *traditional craftsmanship.*

(<http://www.unesco.org/culture/ich/en/convention/>)

With this in mind, this project, through the exchange of video documentation, aims to promote sustainable development in the region and to enhance mutual respect among communities, groups and individuals. The knowledge of each other's intangible cultural heritage is key to embracing shared cultural expressions and cultural diversity, and to developing mutual appreciation and respect.



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VIDEO SUBMISSION GUIDELINES

- SEAMEO Cultural Week Video Entry Form Deadline: **31 August 2015**
- Video Submission Deadline: **30 September 2015**
- Each video should last between **two (2) and five (5) minutes in total length.**
- Videos should be submitted in **any of the following formats:**
 - o .avi
 - o .mkv
 - o .mov
 - o .mpeg4
 - o .mp4
 - o .wmv
 - o .mpegps
 - o .flv
 - o .3gpp
 - o .WebM
- Each video file should not exceed 500 megabytes (500 MB) in size.
- Videos should be uploaded to a private Google Drive file-sharing platform link, which will be communicated to participants upon receiving the SEAMEO Cultural Week 2015 Video Entry Form.

NOTE: In order to access Google Drive, a Google account is required. Therefore, if one does not have a Google account, please sign up for a FREE account here: <https://accounts.google.com/signup> . It is quick and easy to do, and accounts are free.

- **Category-specific guidelines:**
 - o **Dance:** the performers should wear traditional clothing (or the school's uniform)
 - o **Song:** the performers should try to use body language (hand gestures) to help convey the meaning in order to help overcome language barriers
 - o **Traditional Craft-Making:** the performer(s) should use local organic materials (local leaves/plants, seashells, etc.)



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- o **Cooking a Traditional Dish:** the performer(s) should present each of the uncooked ingredients at the beginning of the video
 - o **Storytelling through Art:** the performer(s) should draw or paint each scene in order to help overcome the language barrier and display each drawing/painting to the camera in the order of the storyline.
 - o **Traditional Game:** the performer(s) should display all the materials and space necessary to play this game, and then play the game in real time.
- There is no limited number of submissions per school. Each school may submit as many videos as desired.

VIEWING GUIDELINES

- Videos will be published online on SEAMEO SPAFA's Youtube Channel:
<https://www.youtube.com/user/SEAMEOSPAFA>
- To view the uploaded videos more easily, click on the 'Playlists' tab, and select the "SEAMEO Cultural Week" playlist.
- Between 2 and 6 November 2015, SEAMEO SPAFA will publish all the videos received from 2-3 countries each day. By the last day (6 November 2015), all the videos from SEAMEO's 11 member countries will have been published.
 - Between 2 and 6 November 2015, it is recommended that these videos be shown at a school assembly or in school classrooms across SEAMEO member countries, regardless of whether the school submitted a video or not. They can be shown during 'Homeroom' / 'Contact Time' / 'Form Teacher' period, Cultural Studies class, History class, Geography class, Arts class, Physical Education class, etc. Following the video viewings, teachers should initiate a discussion on the 'mini-essay' question posted as a comment from SEAMEO SPAFA (see the following "Awards Guidelines").

AWARDS GUIDELINES

- **All participating schools will receive a "Certificate of Participation"** (in digital format; hardcopies only available upon request).



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- Some videos posted will include a **'mini-essay' question** from SEAMEO SPAFA in the video description section just below the video title and sharing options (if you cannot see the entire question, please click on "Show More"). This question aims to initiate a **discussion among viewers** to reflect on, draw similarities with, or demonstrate the unique characteristics of the various forms of intangible cultural heritage throughout the region. Awards will go to the school that posts a winning comment to this 'mini-essay question'.
- Ten (10) awards of \$200 each will be disbursed to the schools of the students who post winning answers/comments to the various 'mini-essay' questions. Each winning school will also obtain a **"Winning Certificate"** (digital, hardcopies available upon request).
- Awards Criteria:
 - o Answers should be no longer than 300 words.
 - o Please note that each school may not receive more than one prize
- **Only registered government and private schools may be eligible for the award prize.**
- **Only schools that have submitted the Video Submission Form, and are therefore registered participating schools in the project, are eligible for award consideration.**

For more information, please e-mail Mr. John Paul Ito at john@seameo-spafa.org.