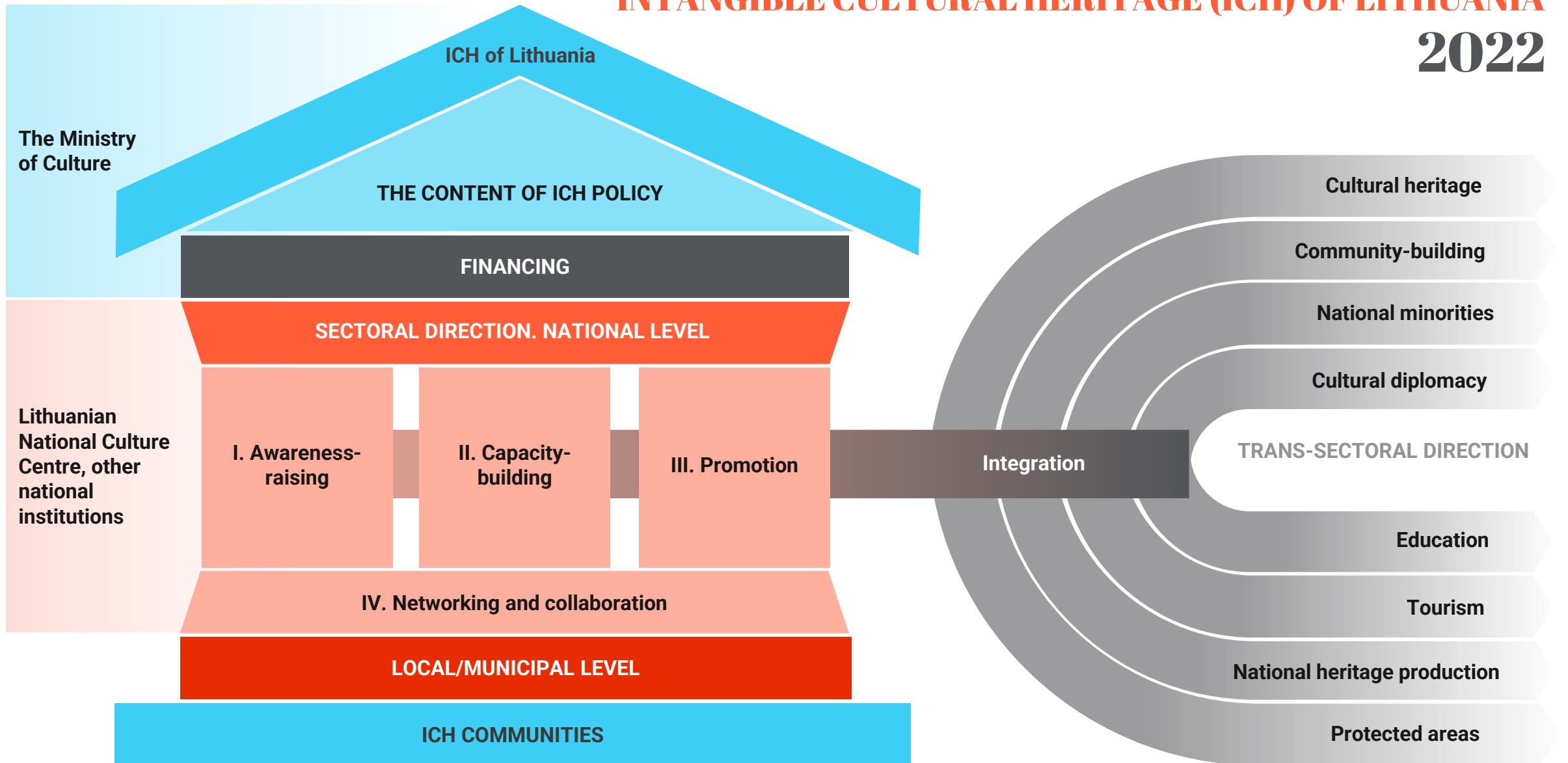


DIRECTIONS FOR ACTUALIZING INTANGIBLE CULTURAL HERITAGE (ICH) OF LITHUANIA

2022



DIRECTIONS FOR ACTUALIZING INTANGIBLE CULTURAL HERITAGE (ICH) OF LITHUANIA

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RECOMMENDATIONS FOR MUNICIPALITIES

- Encourage local municipalities to draw up their local ICH inventories: share experience between municipalities, prepare and regularly update methodological guidelines, organize more awareness-raising events for local authorities and communities, provide consultations.

RECOMMENDATIONS FOR ICH COMMUNITIES

- Organize and strengthen ICH communities, as they are the basis for safeguarding ICH. In the future we recommend to consider applications for the inclusion in the national inventory of scattered traditions only when their communities are organized or the applicant institution takes responsibility to organize it, so that the community itself, not only institution is involved in safeguarding its own heritage.
- Support ICH communities in those areas which surpass their competences, i.e. organize national or local publicity campaigns, awareness-raising actions, provide support in solving legal and administrative issues, etc.
- Support and promote individual efforts of people who want to pass on their knowledge and traditions, publicly recognize bearers and practitioners of ICH.
- Involve the communities, groups and, where applicable, individuals concerned in the process of developing the national ICH inventory, so that it better corresponds their needs.

DIRECTIONS FOR ACTUALIZING

INTANGIBLE CULTURAL HERITAGE (ICH) OF LITHUANIA

2022

SECTORAL DIRECTION. NATIONAL LEVEL

I. Awareness-raising

II. Capacity-building

III. Promotion

IV. Networking and collaboration

RECOMMENDATIONS FOR THE SECTORAL DIRECTION. NATIONAL LEVEL

I. Awareness-raising. Continue drawing up the national inventory, increase its visibility, create the development model of the inventory, raise awareness of ICH communities on the value of their heritage, encourage local municipalities to draw up their local ICH inventories, prepare methodological guidelines for the municipalities, etc.

II. Capacity-building. Strengthen the role of the Lithuanian National Culture Centre as the coordinator of ICH safeguarding and actualization activities, allocate additional human and financial resources to implement this role. Increase the capacity of ICH communities to safeguard and actualize their heritage. To this end, organize capacity-building activities such as workshops, seminars and the exchange of experience.

III. Promotion. Enhance the visibility of the national inventory, support media campaigns and the broadcasting of ICH using all forms of media. Focus on the qualitative rather than quantitative development of the audience, especially on the involvement of different age groups in the safeguarding and actualizing activities of ICH.

IV. Networking and collaboration. Aim for closer collaboration between the Ministry of Culture and the Lithuanian National Culture Centre on the further development of the national inventory and related activities. Create a network for the exchange of information and experience between local municipalities by providing discussion forums. Encourage collaboration between local cultural and educational institutions and elderly people who safeguard their ICH and/or live in remote areas, in order to give them access to information technologies.

DIRECTIONS FOR ACTUALIZING INTANGIBLE CULTURAL HERITAGE (ICH) OF LITHUANIA 2022

RECOMMENDATIONS FOR FINANCING

- Consider to increase programme-based funding for ICH.
- Reconsider the priorities and evaluation criteria of the project-based funding for ICH, so that they better correspond to the needs of ICH communities in safeguarding and actualizing their heritage.
- Alter and/or develop new funding measures so that they give priority to collaboration and partnership development projects aimed at horizontal issues which are common to few ICH communities.
- Give priority to educational and other activities which build capacities of ICH communities.
- Give priority to those ICH funding projects or activities which are aimed at collaboration between state/municipal organizations and ICH communities, including digital networking. Such collaboration should be based on mutual respect.
- Give priority to the use of digital technologies and the development of digital skills in creating new projects for the actualization of ICH (e.g. a discussion forum, an event, an information site, etc.).
- Build the capacities of practitioners of ICH to raise funding and attract volunteers, support the exchange of experience on these topics.
- Explore the fundraising experience of other countries and within other policy areas and try new forms of funding, e.g. crowdfunding, to safeguard and actualize ICH.

DIRECTIONS FOR ACTUALIZING INTANGIBLE CULTURAL HERITAGE (ICH) OF LITHUANIA 2022

RECOMMENDATIONS FOR THE CONTENT OF ICH POLICY

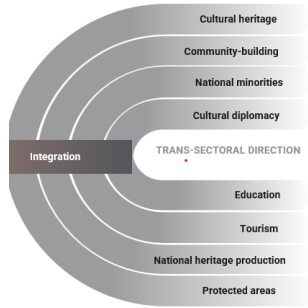
- In order to clarify the term „actualization“ and bring it closer to the terms used internationally, we recommend to split it into few other terms:
 - While talking about actualization as a means to highlight the significance and value of ICH, use the terms awareness-raising and enhancement.
 - While talking about actualization as a means to highlight the accessibility of ICH, use the term promotion and ensuring/facilitating access.
 - While talking about actualization as the integration of ICH into everyday cultural, social and economic life, use the term integration.
- Foster broad and inclusive involvement in ICH safeguarding and actualization policy, especially by the institutions, organizations and individuals concerned, as well as foster their understanding about safeguarding ICH as a common responsibility.



DIRECTIONS FOR ACTUALIZING INTANGIBLE CULTURAL HERITAGE (ICH) OF LITHUANIA 2022

RECOMMENDATIONS FOR THE RESULTS OF ICH

- Capture and spread the moments of joy which comes as a result of practicing ICH. Enjoying ICH could be considered as a qualitative result indicator of safeguarding and actualizing ICH.
- Data on qualitative results could be collected through feedback on events and other activities from participants directly or through social media, etc.
- The main quantitative result of safeguarding and actualizing ICH could be participation in the safeguarding activities. Its indicators could be the number of traditional events, the number of people involved in the organization of traditional events (including volunteers), the number of participants in the traditional events, the number of people who want to start practicing ICH, the number of people who want to learn traditional crafts, acquire traditional instruments, the demand for traditional heritage products, etc.
- In the digital area the interest in ICH could be assessed by using such indicators as the number of Facebook groups and their members, the number of views and followers of ICH-related content.



DIRECTIONS FOR ACTUALIZING INTANGIBLE CULTURAL HERITAGE (ICH) OF LITHUANIA

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RECOMMENDATIONS FOR THE TRANS-SECTORAL DIRECTION

Integration:

- Raise the awareness of cultural staff about the safeguarding of ICH: include the development of skills which are necessary to safeguard and actualize ICH into the training programmes for the staff members of cultural institutions, especially cultural centres, museums and libraries.
- Raise the awareness of contemporary artists about ICH and encourage them, in collaboration with communities, groups or individuals safeguarding ICH, to integrate ICH into contemporary art.
- Raise awareness of local authorities about the role of ICH in revealing local identity, organizing its community and strengthening collaboration.
- Integrate the safeguarding and actualizing of ICH that belongs to national minorities into the common policies of Lithuanian heritage. Raise the awareness of national minorities about their ICH in Lithuania and the need to safeguard it.
- Aim for better integration and synergy of communication measures of the „National Heritage Product“ label and the safeguarding of ICH.
- Foster networking and collaboration among ICH practitioners, traditional craft centres, tourism information centres and local businesses.
- Foster trans-sectoral collaboration and coordination between the Ministry of Culture and other ministries (the Ministry of Economics and Innovation, the Ministry of Environment, the Ministry of Agriculture). Involve their representatives into the Board of Ethnic Culture and Intangible Cultural Heritage.

This is a part of the study „The Situation of Safeguarding and Actualizing Intangible Cultural Heritage and How it Can be Improved“ (2022)*

** Actualizing is defined as the means aimed at highlighting the importance, relevance and accessibility of tangible and intangible cultural heritage; to encourage contemporary society and (or) local communities to responsibly integrate cultural heritage as a significant resource into everyday cultural, social and (or) economic life.*

Ordered by: Ministry of Culture of the Republic of Lithuania and
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