Application Guidelines for the Digitization Project   
*Program for Supporting the Digitization Project of ICH-related Analogue Audiovisual Materials*

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| The present guidelines have been prepared by the Information and Research Section of ICHCAP to help applicants prepare an application for *the Program for the Digitization Project of ICH-related Analogue Audiovisual Materials*. |



**2019 Application Guidelines for Digitization Project**

**1. Applicant requirements**

* Public organization or NGO in the Asia and Pacific region that produces ICH-related analogue audiovisual materials
* Must have at least 350 hours of copyrighted materials for digitization
* Recommended by a Ministry of culture, National Commission for UNESCO, or another appropriate authority that can vouch for the credibility and work quality of the applying organization

**2. Required documents for application**

* Project application form (Annex Form 1)
* List of target analogue audiovisual materials for digitization (Annex Form 2)
* A letter of recommendation (Annex Form 3)

**3. Application submission**

* Due date: 19 April 2019
* Submit to e-mail: digitization.ichcap.@gmail.com
* Title of e-mail: [Application\_Digitization] Name of organization

\* You will receive a confirmation letter via e-mail after the acceptance of your application within 2-3 days from the submission of your documents. If you do not receive the email, please feel free to contact Ms. Min Jung Kim (E-mail: [digitization.ichcap@gmail.com](mailto:digitization.ichcap@gmail.com), or Phone: +82-63-230-9738)

**4. Project support details**

* Financial support for digitization
* ICHCAP shall provide the applicant selected as a partner organization with a fund of approximately USD 12,000 for digitizing and preparing metadata for 350 hours of ICH-related analogue audiovisual materials, and for editing a promotional audio/video selection set from the digitized materials.

\* Advance payment shall be made within 10 business days of signing the contract, while the remaining payment within 6 business days of your submitting final outcomes in December.

* The project shall be implemented by the partner organization (with internal staff or hired external staff) for seven months from the date of signing the contract. The final outcomes must be submitted no later than the first week of December (6 December) 2019.
* Technical guidelines and expert advice on digitization
* ICHCAP shall work closely with the partner organization to identify their target materials for digitization, and provide relevant technical guidelines and expert advice that help digitize them within the project deadline.
* However, the partner organization shall understand that they take full responsibilities for quality of final deliverables digitized from this project. The partner organization shall take immediate measures to enhance project outcomes upon request from the ICHCAP.
* Production and distribution of a promotional audio/video selection set
* The partner organization shall select audio/video files, enough to fill no more than 10 hours (for example, 5 hours for audio and 5 hours for video), and support ICHCAP to produce a selection set for educational and promotional purposes.
* The partner organization shall prepare an explanatory booklet that explains the contents therein. ICHCAP will produce the promotional audio/video selection sets and distribute them to UNESCO and other relevant institutions. The partner organization shall be held responsible for their distribution in its home country.

**5. Conditions**

* ICHCAP and the partner organization will sign a contract before initiating the project.
* Project outcomes, including two project reports (interim and final), list of digitized materials (metadata), digitized files for promotional audio/video selection set (prototype), and financial report should be submitted on time stated in the contract.
* Copyright of the digitized materials shall belong to the partner organization (original holder).
* ICHCAP shall reserve the right to use the project outcomes for non-profit purposes, such as safeguarding and promoting ICH, provided that the two parties agree.
* The promotional audio/video selection set will be marked with the logo of ICHCAP as well as that of partner organization.

**6. Selection process**

* Evaluation: A screening committee organized by ICHCAP will select a partner organization based on the eligibility of target materials and the validity of project plans.
* Date of notice: 30 April 2019
* Selection results will be posted on ICHCAP’s website, and the selected organization will be notified individually.

**7. Inquiries**

For more information regarding the project application, please address correspondence to Ms. Min Jung KIM, Programme Specialist, Office of Information and Research, ICHCAP.

E-mail: digitization.ichcap@gmail.com

Phone: +82-63-230-9738

**2019 Program Schedule**

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| Open Call for Applications | By 19 April 2019 |
| Selection Announcement | 30 April 2019 |
| Submission of Project Action Plan | By 10 May 2019 |
| Sign on the Contract | By May 2019 |
| Transfer the Project Budget  (Advance payment) | Within 10 business days after the contract |
| Technical Expert Advice on-site (1)  Consultation Meeting (1) | 3-5 days in June or July 2019 |
| Project Implementation | From May to December 2019 |
| Submission of Project Interim Report | By 30 August 2019 |
| Technical Expert Advice on-site (2)  Consultation Meeting (2) | 4-6 days in September or October 2019 |
| Project Completion /  Outcome Submission | By 6 December 2019 |
| Project Outcome Review | By 20 December 2019 |
| Transfer the Project Budget  (Remaining payment) | Within 6 business days after receiving the project outcomes |
| Production and distribution of a promotional audio-video selection set | From January to June 2020 |

\* The program schedule is subject to changes according to the circumstances.

See the Next Page >>

FAQ

**Q1. What is Intangible Cultural Heritage?**

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.

According to the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage, ICH includes following five domains:

* Oral traditions and expressions: proverbs, riddles, tales, nursery rhymes, legends, myths, epic songs and poems, charms, prayers, chants, songs, dramatic performances and more.
* Performing arts: vocal and instrumental music, dance and theatre to pantomime, sung verse and more.
* Social practices, rituals, and festive events: worship rites; rites of passage; birth, wedding and funeral rituals; oaths of allegiance; traditional legal systems; traditional games and sports; kinship and ritual kinship ceremonies; settlement patterns; culinary traditions; seasonal ceremonies; practices specific to men or women only; hunting, fishing and gathering practices and many more.
* Knowledge and practices concerning nature and the universe: traditional ecological wisdom, indigenous knowledge, knowledge about local fauna and flora, traditional healing systems, rituals, beliefs, initiatory rites, cosmologies, shamanism, possession rites, social organizations, festivals, languages and visual arts.
* Traditional craftsmanship: tools; clothing and jewelry; costumes and props for festivals and performing arts; storage containers, objects used for storage, transport and shelter; decorative art and ritual objects; musical instruments and household utensils, and toys, both for amusement and education.

For more detailed information on the definition of ICH and domains, please refer to the UNESCO website (http://www.unesco.org/culture/ich/en/what-is-intangible-heritage-00003).

**Q2. What are the criteria for selecting the partner organization?**

A partner organization shall be selected based on the following standards.

1. Eligibility for digital preservation, where the target materials;

* need urgent digital preservation due to natural disasters, climatic environment, conflicts in the region
* deal with endangered ICH or minority groups

1. Validity of project plans, where a partner organization;

* has suitable and professional personnel for digitization
* has a complete project plan with detailed project objectives and activities
* presents a reasonable budget breakdown and schedule based on suitable standards
* has a good reference from a ministry of culture, National Commission for UNESCO, or another appropriate authority that can vouch for the credibility and work quality of the applicant

**Q3. Who is ICHCAP? What does ICHCAP do?**

International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the auspices of UNESCO (ICHCAP) is a Category 2 Centre under the auspices of UNESCO in the field of intangible cultural heritage. Category 2 Centres are established and funded by the Member States hosting the Centre to contribute to achieving UNESCO’s objectives by way of global, regional, sub-regional, or interregional activities.

They are not legally a part of the Organization but are associated with it through formal agreements between UNESCO and the Member State hosting the Centre. ICHCAP was established in 2011 under the agreement between the government of Republic of Korea and UNESCO. ICHCAP's main role is to strengthen information and networking in the framework of the 2003 UNESCO Convention. In light of this, we support activities directed toward safeguarding intangible cultural heritage among the forty-eight Member States of the Asia-Pacific region, with a primary function of disseminating information and building networks in the ICH field. We intend to help enhance cultural diversity in the Asia-Pacific region and promote sustainable development throughout the region through various safeguarding activities. For more information about ICHCAP, please visit our website (<http://www.ichcap.org>).

See the Next Page >>

**How to fill out the project application form**

**<Cover Page>** Fill out brief applicant profile, representative of organization, and recommender.

**0. Project overview:** Project title, objectives, target materials, target beneficiaries, organizer, and implementer will be summarized here.

**1. Background:** Describe the background of the project application.

**2. Overview of target materials:** Describe the target materials for digitization, including its sociocultural background and contents.

**3. Details of target materials:** Classify target materials for digitization by media type and content and mark duration of play time for each.

**4. Project plan:** Describe the details of project plan.

* Preparation: 1) organization of the project team, 2) relevant experience in digitization, 3) digitization equipment available, 4) organization of the advisory group, and 5) selecting target materials for digitization.
* Implementation: 1) digitizing and managing target materials, and 2) editing a promotional selection set.

**4. Expected results:** Explain at least three expected results according to expected target beneficiaries.

**5. Plan for using and promoting project outcomes:** Explain at least three plans for using and promoting the project outcomes after completing the project

**6. Project schedule:** Fill out the schedule table showing the timeline of whole project. Total duration of the project should be no longer than seven months, commencing after signing the project contract.

**7. Budget breakdown:** Please calculate and write the project budget for each activity. Total sum of the project budget should be USD 12,000.

**<List of target materials>** Please list the target materials and provide basic information of each item in an Excel file.

**<Letter of recommendation form>** Please receive a letter of recommendation from a ministry of culture, National Commission for UNESCO, or another appropriate authority that can vouch for the credibility and work quality of the applying organization.