**Training Fiche Template**

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| **Title** | Working with ICH - Developing and valuing your ideas | | |
| **Keywords** | Intangible Cultural Heritage  Generating ideas  The Five Thinking Tools method  Design thinking  Valuing ideas | | |
| **Objectives** | In the end of this course, you will have a basic understanding of ICH and the work of UNESCO. You will have an idea of the interesting discussions regarding ICH and know what first steps you can take if you would like to work with it. You will know ways to generate more ideas, to work on your ideas with different methods (The Five Thinking Tools method and Design thinking) and how to value them. | | |
| **Learning outcomes** | You will understand more about Intangible Cultural Heritage and basic understanding of the role of UNESCO in safeguarding it.  You will get a basic understanding of different ways to work with ICH  You will learn ways to work further with your ideas and ways to value them. | | |
| **EQF Level** | 3-5 | | |
| **Skills/competences** | Valuing ideas | | |
| **Prerequisite / Duration** | 45 minutes | | |
| **Topics** | 1. **Module name: Working with ICH - Developing and valuing your ideas**   **Unit name: What is Intangible Cultural Heritage?**   * Section 1: Definitions of ICH * Section 2: The role of UNESCO * Section 3: 5 ICH Domains * Section 4: Cultural heritage and intangible cultural heritage * Section 5: Interesting points of discussion on ICH   **Unit name: Working with Intangible Cultural Heritage.**   * Section 1: ICH - professional and pass time * Section 2: It´s alive * Section 1: Where do we start? * Section 2: ICH and Tourism   **Unit name: Valuing ideas.**   * Section 1: Generating ideas * Section 2: Ways to be more creative in your work with ICH * Section 3: How to improve your ICH idea * Section 4: How can an idea be ‘valuable’? * Section 5: What is ‘value’ in social, cultural, and economic terms? | | |
| **Self-evaluation (multiple choice queries and answers)** | 1. When working with ICH :   1. **UNESCO has played a vital role worldwide in increasing people‘s awareness of ICH** 2. It is always clear weather things are intangible or tangible heritage 3. People agree on how it is best to do it   2. Value of an idea is:   1. **Depending on the time and place** 2. Always fixed. 3. Only economic   3. When working with ICH it is important to:   1. Never do anything new. 2. Never to change anything. 3. **Respect the heritage but be creative.**     4. Design thinking is:   1. a way to make things look better 2. a method to think more positive 3. **a process for creative problem solving** | | |
| **Checklist** | * Is your work with Intangible Cultural Heritage simple everyday traditions or advanced skills, social or individual activity? * Can your ICH activity be a part of a part of other service, or the of making of a product ? * What ways can you use to develop your ideas further? * How can you support and encourage the passing on of knowledge and skills? * How can you reach people better, how can you tell the story of your ICH? * How can you improve your service and product? * What is the best way for you to spark your creativity and generate new ideas, products or services? * Can looking into how consumers engage with a product or service and use your empathy help you to make a product or service that costumers need? | | |
| **Resources (videos, reference link)** | <https://ich.unesco.org/en/dive>  <https://www.mun.ca/ich/what_is_ich.pdf>  <https://entrecompcertificate.eu/wp-content/uploads/2021/03/Valuing-Ideas.pdf> | | |
| **Case studies/good practices/testimonials** | **Name** | The Museum of Icelandic Sorcery and Witchcraft / Galdrasýning á Ströndum | |
| Description | The Museum of Icelandic Sorcery and Witchcraft (n.d.b) is owned by a non-profit organization called Strandagaldur. From the beginning, the aim was to conduct, and collaborate on, research about the witch-hunts in Iceland, folklore, and the heritage of Strandir. Much effort has gone into disseminating stories and facts about history and culture. The Museum hosts storytelling sessions on its social media sites, and the staff are often the authority on Icelandic sorcery and witchcraft in the media and on other occasions. Scholars and university students turn to them for assistance in finding sources. A great deal of reading material is available on their website and in the museum.  Strandagaldur has throughout the years welcomed all kinds of collaboration in Iceland and abroad. They have collaborated with writers, filmmakers and musicians, for example. Collaboration with various designers and artists has, among other things, resulted in new products that refer to Icelandic magic and are sold in the museum shop of the Magic Exhibition. | |
| **Link of interest** | https://galdrasyning.is/en/ | |
| Language | English | | |
| **Training Area** | **The “what, where, and how” of Intangible Cultural Heritage: understanding the 5 ICH domains and ICH manifestations and expressions.** | |  |
| **Key principles of ICH safeguarding** | |  |
| **Unlocking the socio-economic potential of ICH: how to leverage intangible assets** | |  |
| Communication and Knowledge Transfer | |  |
| Financial and Management competencies | |  |
| Strategic Planning & Thinking, Prospective Thinking, Shared Stewardship | |  |
| Digital Competencies | |  |
| **Glossary** | Intangible Cultural Heritage: “Intangible cultural heritage includes practices, presentation, expression, knowledge, skills – as well as tools, objects, artefacts and cultural spaces associated with them – that societies, groups and in some cases individuals consider to be their cultural heritage.” Definition of ICH from UNESCO  UNESCO: UNESCO is the United Nations Educational, Scientific and Cultural Organization. It seeks to build peace through international cooperation in Education, the Sciences and Culture. UNESCO has played a vital role worldwide in increasing people awareness of ICH.  Design thinking: Design thinking is a process for creative problem solving. It is a way to value and improve your ideas. It is human- centered, it and puts the focus on the people the product or service is being made for. It asks the question What is the human need behind it?  Value of an idea: Value is what is valuable to one person, may not be valuable to another person. Value depends on the time and place. We evaluate the ICH idea in context. | | |
| **Bibliography** | <https://en.ccunesco.ca/blog/2019/10/understanding-intangible-cultural-heritage>  <https://entrecompcertificate.eu/wp-content/uploads/2021/03/Valuing-Ideas.pdf>  <https://www.designorate.com/can-we-apply-design-thinking-in-education/>  <https://www.ideou.com/blogs/inspiration/what-is-design-thinking>  <https://www.mun.ca/ich/what_is_ich.pdf>  <https://ich.unesco.org/en/convention>  <https://en.unesco.org/about-us/introducing-unesco>  https://ich.unesco.org/en/purpose-of-the-lists-00807)  [https://ich.unesco.org/en/convention#art16](https://ich.unesco.org/en/convention)  <https://ich.unesco.org/en/lists>  <https://ich.unesco.org/en/dive>  <https://ich.unesco.org/en/oral-traditions-and-expressions-00053>  <https://ich.unesco.org/en/performing-arts-00054>  <https://ich.unesco.org/en/social-practices-rituals-and-00055>  <https://ich.unesco.org/en/knowledge-concerning-nature-00056>  <https://ich.unesco.org/en/traditional-craftsmanship-00057>  <http://portal.unesco.org/en/ev.php-URL_ID=15244&URL_DO=DO_TOPIC&URL_SECTION=201.html>  <https://www.psychologytoday.com/us/basics/creativity>  <https://www.unwto.org/global-code-of-ethics-for-tourism>  [UNWTO Framework Convention on Tourism Ethics](https://www.e-unwto.org/doi/pdf/10.18111/9789284421671) | | |
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