**Training Fiche Template**

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| **Title** |  Key principles of ICH safeguarding |
| **Keywords** | ICH, ICT Tools, Networking, The Cloud, Website |
| **Objectives** | To use ICT Tools for ICH dissemination on the Internet and to enhance online skills among entrepreneurs in the Intangible Cultural Heritage Sector.  |
| **Learning outcomes** | - To share data, information and digital content with others through appropriate digital technologies. To act as an intermediary, to know about referencing and attribution practices.-To use ICT Tools for ICH dissemination and knowledge transfer.  |
| **EQF Level** | LEVEL 4 |
| **Skills/competences** | Sharing through digital technologies |
| **Prerequisite / Duration** | 45 minutes |
| **Topics** | 1. **Key principles of ICH safeguarding**

The Internet offers endless opportunities when it comes to safeguarding Intangible Cultural Heritage. Its inmaterial nature makes ICH difficult to preserve, but the online world and ICT tools can help provide useful platforms and methods to spread and ensure the influence of this valuable heritage. We must bear in mind that ICH importance is not about the cultural manifestations themselves, but the knowledge and abilities transmitted from one generation to another. This heritage is fragile and its influence could be easily lost over the years with the increasing globalization and market competence. Hence the importance of preserving cultural diversity of different communities. **Unit 1: Use of ICTs for the safeguarding of ICH.**The main way of preserving ICH is making it known among different countries and generations. The online world is a network that connects millions of people, making it a great medium for ICH dissemination. In the following units, we will learn about different tools and tips for ICH safeguarding on the online world.* Section 1: Benefits of using ICT tools for ICH safeguarding

ICT means “Information and Communication Technology”. ICT tools are a series of platforms, resources and devices that can transfer any type of information. This is why they play an important role on ICH safeguarding.As we have said before, the online world offers endless opportunities for sharing and saving information. Here are some of the benefits of using ICT tools for ICH:-Not deteriorating nature. Just as ICH, the online world is intangible. This allows to store information that does not deteriorate, unlike paper documents. Plus, is almost impossible that this information disappears, as it is stored in the “Cloud”. We will learn about this further in this course. -Accessible. The Internet offers a great medium for sharing different types of data, information and files. If we decide so, these can be accessible by any Internet user, making it easier to spread the influence of Cultural Heritage. In addition, we can allow users to add information, that after being approved, can help increase the amount of information, testimonies and multimedia files, as well as updated news. -Updatable and reviewable. As we have said, everyone can access Cultural Heritage resources on the Internet and learn about them. This also includes constant revision, both by users and experts. This means this information can be updated, fixed and extended in a matter of seconds by people in every country. Nevertheless, we must be careful as users may add fake or doubtful information. Therefore, we must constantly review and delete these, or only allow to add information to authorized users. * Section 2: ICH information sharing multimedia options

ICH has different types of manifestation, and its diversity may cause some problems when it comes to spread and make its legacy known. To ensure it, we can use different types of files depending on the type of ICH we want to preserve. In this section, we provide multimedia options for information sharing and online platforms for each one. -**Videos**: Videos are a great option for dynamic interaction. They allow to share traditional dances, ceremonies or even testimonies and interviews, making it more entertaining and graphic for people to understand and learn. There are many platforms for video sharing, but the one par excellence is YouTube. YouTube is used by millions of users worldwide and allows to upload videos on any subject. Furthermore, it counts with a subscription and opinion systems that allows interested people to know when new content is uploaded in your channel. There are many other platforms, such as Vimeo. This platform has not as many views as YouTube, but offers a great visual quality, which is very important for ICH communication.-**Images:** Images are also a great option for transmitting first hand visual experiences. This way, people can see high quality images of important cultural heritage elements that otherwise they would never get to see. Art, customs, handicraft pieces or traditional recipes can be photographed and spread among people with different nationalities or cultures. This way, this intangible heritage can be immortalised and passed on for generations. Instagram is one of the main image and short video platforms. It is especially popular among young users, so this social media is a great opportunity for educational and cultural purposes. Another interesting platform is Pinterest, that allows users to “pin” their interests on virtual boards. This way other users can see your boards, take ideas and find new interesting content. -**Information, newsletters and documents**: Information is a key factor for ICH transmission, and the Internet allows to spread this information around the world. Making ICH known guarantees its safeguarding and legacy. Therefore, a good information organisation and dissemination system can help us with this task. As we have seen in the previous section, the Internet is constantly being updated and expanded. New users discover different websites and platforms, and new contents are added to them periodically. ICH is always an interesting topic and news, pictures and information can be added. A very useful tool for Cultural Heritage dissemination are websites. Websites offer a centralised platform that can gather together different webpages, so all information, topic, newsletters, images and events can be accessed easily and in a few clicks. It is crucial to have a website for our project, aside from any external social media or platform. This will attract more users and will enhance our strategy and statistics. WordPress is the website creation platform par excellence. It offers different menus, plug-ins, templates, page designs and publication options, allowing a complete personalisation. It is easy to use, and it used by professionals programmers and low experienced entrepreneurs. In addition, you can find tutorials for WordPress websites creation for beginners. There are many other options as useful as Wordpress, like SITE123, Wix, SquareSpace or Weebly. All of them have different hosting services and options. Compare and choose the one that best suits your project. * Section 3: Tips for ICH dissemination online

As we have seen, ICT tools offer a great opportunity for cultural information dissemination. Nevertheless, a good organisation and strategy are necessary for our project to succeed. Here we present some tips for a good ICH project dissemination:-Website organisation: A good website organisation is a key factor in our strategy. Make sure all the contents are accessible in a few clicks, and that the most insterenting pages are easy to find, as this will attract more users. Arrange the contents coherently and intuitively. -Positioning: Once we have created a website, it is important to make it known. There is a series of criteria that web browsers take into account when showing the result list for the search of a specific “keyword”. These criteria are called “SEO” (Search Engine Optimization). It includes factors such us keywords concordance, the user’s experience and the content’s quality. Positioning is important because users will access to the best positioned pages. Therefore, only with an effective SEO strategy, we will attract visitors. Make sure your page is well organised, maintained and updated, and its positioning will improve. -Networking strategy: Social media are a great opportunity to make yourself known. They are a dynamic way to contact people and interact with them, as well as to know potential partners and references. Make your project known worldwide and create a followers community. As we have seen in previous sections, there are different social media with different purposes. Choose the ones that suit you better and design, schedule and publish content for your networking campaign.-Multimedia content: When it comes to ICH dissemination, audiovisual content is essential for an effective entrepreneurial project. Bear in mind that many of these cultural traditions or elements are better comprehended with visual support (for example, Spanish “Flamenco” dance videos). Therefore, including these multimedia elements will enhance interest in your project. Nevertheless, we must assure videos and images have good image quality; otherwise, the user’s experience will not be enjoyable. -Language options: Our goal is to reach as many users as possible. A website with multiple language options can bring more people from different countries to know your ICH project. -Subscription and Newsletters: Subscriptions options helps to keep users updated and informed (if they require so). Sending newsletter to subscribers allows to keep them interested and can bring new users to our website. **Unit 2: Cloud sharing to transfer and safeguard ICH.*** Section 1: The Cloud and ICH

The Cloud is an online server hosting service that allows to upload, store, share or modify multimedia files. This way, it is not necessary an external hard drive to store our information. Furthermore, this data is accessible by authorized users from any device or country, allowing a complete versatility. Plus, the Cloud guarantees a secure file storing. A hard drive can deteriorate or be lost, and occupies a significant physical space. The Cloud is a virtual server’s system that can store several amounts of multimedia elements without occupying physical space for the user. You can use the Cloud to share, transfer and store different types of files and data, being a key part of your ICH project. * Section 2: ICT Tools for cloud sharing

There are many applications, webs and platforms that offer a file hosting service, with free and payment options. We present some of the most relevant tools for cloud storing and their main features, so you can choose the those that best suit your project:-Dropbox: This tool offers online synchronization thanks to an online server. It’s free option offers a file storage of up to 10 GB. It is one of the most used platforms-WeTransfer: This app is specially designed for file transfer. It is easy to use and effective, and does not require to create an account to use it. You can upload up to 2GB for free, or use their payment services. -Google Drive: This Google service allows to upload different types of files in a virtual hard drive. It’s a free option allows to store up to 15 GB, and to edit them or download them online. -One Drive: Microsoft’s service that connects you with all your files. It allows to store, share, protect and access them from any device. It’s free services include up to 5 GB. -Mega: This versatile platform that allows to share films, books, games, music, personal documents, images... in a safe way for the users and the platform.  |
| **Self-evaluation (multiple choice queries and answers)** | 1.Which one is an Image centered Social Media?a) **Instagram**b) Twitterc) YouTube2.Which tip is recommended for online ICH dissemination?a) An attractive brand.b) **An effective networking strategy.**c) Create many accounts in different platforms. 3. Which of those truly helps spread ICH online?a) Having a laptop**b) Good multimedia content**c) Good typewriting4. Which kind of storing space does the Cloud work with?**a) Online**b) Offlinec) Physical5. Which one is a Cloud file transfer platform?a) Facebook b) WordPress c) **One Drive** |
| **Checklist** | * Design a good website. This includes a good content organisation, publication strategy, user experience and positioning strategy.
* Choose the right social media for your project depending on the features and users.
* Create a networking and positioning strategy on different social media.
* Upload new contents to your webpage periodically and make sure your subscribers can know when you publish new contents
* Create an account in a Cloud transfer platform and store different files for its storage and dissemination.
* Make sure your users have a grateful experience.
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| **Resources (videos, reference link)** | https://ich.unesco.org/en/what-is-intangible-heritage-00003 |
| **Case studies/good practices/testimonials** | **Name**  | Caballos de Vino (Wine Horses) in La Cartuja, Spain |
| **Description** | The equestrian ritual consists of a series of events in which the horse is the protagonist. It involves, for example, dressing the horses in beautiful cloaks richly embroidered in silk and gold thread. Various parades are then held, showcasing the horses and the cloaks through the streets, accompanied by four horse handlers on foot followed by the entire town. Then a race against the clock up the hill to the castle is held, with the horses running with four handlers up to the fortress, where prizes are awarded for the race and for the embroidered cloaks. Knowledge and techniques relating to caring for, breeding, harnessing and handling the horses are transmitted within families and groups, and the embroidery techniques are learned in workshops and embroidery families.The House-Museum of Wine horses in Jerez de la Frontera presents through various rooms and audiovisuals, the roots and the present of a celebration that is currently a candidate for Intangible Cultural Heritage of Humanity is transmitted and disseminated. |
| **Link of interest** | <https://www.murciaturistica.es/es/museo/casa-museo-de-los-caballos-del-vino-4799/>  |
| **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 |  X |
| 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 | X |
| **Glossary** | ICH: “Intangible Cultural Heritage”. SEO: “Search Engine Optimization”. The Cloud: Online server hosting service that allows to upload, store, share or modify multimedia files.Networking: Process of interacting with others to exchange information and develop professional or social contacts. |
| **Bibliography** | <https://www.tics.es/almacenamiento-cloud/><https://www.rdstation.com/es/redes-sociales/> |
| **Provided by** | Internet Web Solutions |