



**CIOFF®**

International Council of Organizations  
of Folklore Festivals and Folk Art

Official Partner of UNESCO

Accredited to the UNESCO ICH Committee

---

**CIOFF® Strategy 2014-2018**

**Final Draft**

**26<sup>th</sup> March 2014**



# CIOFF®

International Council of Organizations  
of Folklore Festivals and Folk Art

Official Partner of UNESCO

Accredited to the UNESCO ICH Committee

## **INTRODUCTION**

Since 1970, following Henri Coursaget ideas and visions, CIOFF® has been active in the field of safeguarding and dissemination of traditional cultures to achieve the following objectives:

- Promote the intangible cultural heritage through dance, music, games, rituals, customs and other forms of art;
- Support the objectives of UNESCO;
- Support the work and the visibility of CIOFF® members and other NGOs active in the field of folklore and traditional arts – Intangible Cultural Heritage;
- Serve the cause of peace through the above objectives.

Since CIOFF® has been recognized as official partner of UNESCO and received accreditation to provide advisory service to the Committee of the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage (ICH), the image of CIOFF® has changed; the priorities now include not only the festivals but also other activities in the vast field of Intangible Cultural Heritage and UNESCO's strategy up to 2017.

The aim of the present strategy is to strengthen CIOFF® and its activities on National and International level, bring CIOFF® cooperation with UNESCO to a higher level in line with the new Director's General Directives to make UNESCO much more open to civil society – NGOs.

CIOFF® is also fully respecting the guidelines and objectives of the UNESCO Convention on the Protection and Promotion of Cultural Diversity of Expression by recognizing that cultural expression, including Traditional cultural expression, is an important factor to encourage multi cultural dialogue and peace building process all over the world<sup>1</sup>.



CIOFF®

International Council of Organizations  
of Folklore Festivals and Folk Art

Official Partner of UNESCO

Accredited to the UNESCO ICH Committee

## STRATEGY ON NATIONAL LEVEL

1. Ensure CIOFF® National Sections become democratic, open and representative in the next four years. **National Sections also have to become communicative in the next four years.**

**Democratic:** The rules of each National Section must guarantee fair and open elections of National Section officers.

**Open:** Organisation, institutions, festivals, groups and individuals that are able and willing to accept the policies of CIOFF® must have the opportunity to become members of a National Section.

**Representative:** A National Section must be representative of the traditional culture of its territory.

**Communicative:** A National Section must be communicative and answer to his emails and requests in due delay.

### **Implementation:**

- Ensure that all the existing and new National Sections understand the meaning of democratic, open, and representative. **Ensure that they understand the meaning of communicative.**
- Prepare and present an interactive model of “What is CIOFF® National Section”, including examples of best practice, and launch it online.
- **National Sections are given 1 year to come to an acceptable standard. The National Sections, which are not in compliance after 1 year, should be identified as being on “Trial Status” until compliance has been accomplished. Deadline is 1 year.**

Each National Section should include:

- a. Board or Committee
- b. At least one Festival (if there is no festival, National Section should aim to hold ICH events, for example: training, cultural conferences, workshops, cultural exchange, handicrafts exhibitions, etc.)
- c. Youth movement (section)
- d. Education and Training
- e. Cultural Events in ICH field
- f. Continuity through involving new active members in the field



CIOFF®

International Council of Organizations  
of Folklore Festivals and Folk Art

Official Partner of UNESCO  
Accredited to the UNESCO ICH Committee

## Monitoring

- **Membership Requirement** report, which each National Section should complete online under the Transparency Program on CIOFF® Intranet (on CIOFF® Website [www.cioff.org](http://www.cioff.org)) once a year.
- **Annual Report** submitted by National Section once a year.

### 2. Encourage National Sections to work closely with their Festivals

Festivals are the main CIOFF® asset. To strengthen the CIOFF® Festivals Network we ask National Sections to:

- Maintain and improve the quality of the festivals by encouraging festivals to evolve to include new activities, for example workshops, films, use of digital presentations, crafts. Cultural exchanges, etc.
- Encourage their festivals to be specific regarding the style of the group (authentic, elaborated, stylized) when requesting a group from another National Section.
- Respect the concept and style of each Festival when receiving the invitation and selecting the relevant groups.
- Ensure that each festival is prepared to embrace the cultural diversity of participating groups.
- Ensure that all the festivals submit the “Festival Report on Groups” within one month from the festival finish.
- Ensure that the festival distribute “Report on Festival” to all the participating groups.

### 3. Encourage National Sections to work closely with their folklore groups

To strengthen the CIOFF® Festivals we ask National Sections to:

- Open their membership to all folklore groups (authentic, elaborated, stylized)
- Educate and provide support to new groups to prepare them for festival participation and for cultural diversity they might encounter at a festival.
- **Include in their Membership Ethnic Minorities groups representing cultures/traditions of their ancestors and living in the country of the NS, to encourage consideration of qualified Ethnic Minorities groups for participation in International festivals.**
- To ensure high quality of the groups recommended to festivals.
- **Develop the awareness (in the leadership of the festivals as well as in the public opinion) that the promotion and diffusion of traditional culture through International CIOFF® Festivals are a contribution to the safeguarding on Intangible Cultural Heritage according to the objectives of the respective UNESCO Convention.**

### 4. Incorporate Youth Movement into the work of each National Section

Youth movement is vital to CIOFF® to ensure its future, continuity and the work of the next generation.



**CIOFF®**

**International Council of Organizations  
of Folklore Festivals and Folk Art**

Official Partner of UNESCO  
Accredited to the UNESCO ICH Committee

Therefore each National Section should:

- Encourage Youth Movement
- Give Youth support and possibilities to participate in CIOFF® activities
- Stimulate Youth participation in national NGOs and with other organisation
- Ensure the progression from Youth to a position in the National Section
- Support the National Youth Movement to work closely with International CIOFF® Youth.

**5. Enhance the image and recognition of CIOFF® Worldwide through National Sections**

The CIOFF® image Worldwide can only be enhanced through its activities on National and International level and its publications.

Therefore the National Sections should:

- Promote CIOFF® through their National Section's Website and social networks;
- Distribute all the CIOFF® International Publications (Press releases, Entre Nous, etc) to all their partner organisations and all the relevant bodies on the national level, including UNESCO National Commissions, and report on the distribution to CIOFF® International;
- Make sure they use the right logo and name in their publications as issued by CIOFF® International;
- Promote CIOFF® through festivals and other activities organised by National Sections.

**6. Achieve good level of cooperation between National Sections and UNESCO National Commissions**

CIOFF® is an official partner of UNESCO and in 2012 received the accreditation to provide advisory services to the ICH Committee.

In 2013 the UNESCO executive board took a decision to cooperate with NGOs.

To strengthen and take advantage of this status the National Sections should:

- Cooperate with their UNESCO National Commission;
- Participate in the implementation of the ICH Convention on national level;
- Establish cooperation with other NGOs on National Level, active in the field of ICH;
- Strive to take part in UNESCO activities and NGO-UNESCO meetings on National Level;
- Apply for Patronage of UNESCO National Commissions for their important CIOFF® events: festivals, congresses, exhibitions, cultural conferences, etc.;
- Apply to take part in National UNESCO Participation Programmes and regional training seminars;
- Establish contact and projects cooperation with all other UNESCO National Institutions in the country (for example UNESCO Regional offices) and with all National institutions responsible for ICH Inventory list on National level;
- Make a list of ICH experts in their own CIOFF® National Section.



**CIOFF®**

**International Council of Organizations  
of Folklore Festivals and Folk Art**

Official Partner of UNESCO

Accredited to the UNESCO ICH Committee

## **STRATEGY ON INTERNATIONAL LEVEL**

### **A. STRUCTURES**

#### **1. CIOFF® General Assembly**

The General Assembly is the highest organ of CIOFF®. It is responsible for the election of the Council, the revisions of the By-laws and Internal Regulations, for the decisions of basic matters.

#### **2. Executive Committee and CIOFF® Council**

Executive Committee and CIOFF® Council are responsible for the policy and strategy of CIOFF® through implementation of the new structure and are accountable to the CIOFF® General Assembly.

The president has to ensure that his policies and strategy are respected through the new structure:

- To ensure that all National Sections are democratic, open and representative
- Children and Youth Activities
- Strengthening of CIOFF® Network , it should be an obligation to use the CIOFF® Network
- Enhancing CIOFF® role and visibility Worldwide
- CIOFF® UNESCO Cooperation

Vice-President for the Cultural Programme and Folkloriada is responsible for the Cultural Policy of CIOFF®.

Vice-President for the General Administration is responsible for CIOFF® administration and the work of National Sections and Sectors.

All EXCO Members should work in close cooperation with CIOFF® Council.

Chairmen of the commissions are accountable to the General Assembly and should present their annual work reports to the General Assembly.

Sector Representatives should be proposed by the Sector for the election by the General Assembly.

All the Council Members should be elected by the General Assembly after presenting their strategy **for the elected period** to the General Assembly.



# CIOFF®

International Council of Organizations  
of Folklore Festivals and Folk Art

Official Partner of UNESCO

Accredited to the UNESCO ICH Committee

### 3. CIOFF® Sectors

At present CIOFF® operates through six Sectors.

CIOFF® future strategy is to create an African Sector. More Arabic countries should be involved in CIOFF® activities as soon as possible.

Sectors are responsible to insure that National Sections that are not performing open, democratic, representative and communicative bring themselves up to acceptable standard. National Sections that are not in compliance after one year should be indentified as being on “Trial Status” until compliance has been accomplished. (If this is not accomplished within 1 additional year, their membership should be terminated or converted to Associate or Corresponding membership status.)

### 4. CIOFF® Committees and Working Groups

Independent Committees should follow and implement special tasks initiated by the Council Strategy and make proposals in the fields of their expertise. They should report to the General Assembly.

### 5. Festivals

Based on the existing “Guidelines for International Festivals” and “Guidelines for Groups” CIOFF® will prepare and present new Guidelines with an interactive model of “What is a CIOFF® Festival”, and launch it online for the benefit of festivals and groups.

All CIOFF® festivals should sign the “CIOFF® Festival Charter”, specifying all their duties and obligations.

To ensure that the festivals evolve to remain attractive for future generations, CIOFF® will provide a platform for International Festivals to exchange and share their best practice (innovative activities introduced, for example workshops, traditional games, children’s activities, activities for senior people, activities for disabled people, use of digital technology, etc.) through CIOFF® Newsletter “Entre Nous”.



**CIOFF®**

**International Council of Organizations  
of Folklore Festivals and Folk Art**

Official Partner of UNESCO

Accredited to the UNESCO ICH Committee

## **AIMS, OBJECTIVES AND VISION**

### **1. Enhance CIOFF® image and recognition Worldwide**

CIOFF® will continue to promote different CIOFF® activities through its publications( press-releases, newsletters, online and through social networks) in three main CIOFF® languages. CIOFF® will provide prompt coverage of all the main events and activities, including UNESCO NGOs list and other relevant bodies and organisations.

### **2. CIOFF® - UNESCO Relations**

- a. CIOFF® is an Official Partner of UNESCO, we will continue to cooperate with UNESCO as an NGO and will fulfil its obligations, especially in the cultural field.
- b. CIOFF® will continue to actively participate in the meetings, conferences and other events organized by different UNESCO bodies and on all levels, the sustainable development must be increased CIOFF® activities must be recognised as an important contribution to the implementation of the UNESCO ICH Convention.
- c. CIOFF® will make a list of ICH experts in the different domains of ICH (based on existing directory of experts and on the expert lists submitted by National Sections) in order to be able to offer advisory service to ICH Committee via different UNESCO electoral groups. The existing directory of experts will be evaluated and complemented by the new lists of experts from National Sections.
- d. CIOFF® will continue to actively participate in the new UNESCO NGO Forum accredited to the ICH Committee, UNESCO NGO-Liaison Committee, etc.
- e. CIOFF® will follow UNESCO participation program and take interest in all new UNESCO projects which would increase CIOFF® - UNESCO cooperation.
- f. CIOFF® will continue to apply for High Patronage of Director General of UNESCO for most important meetings and events at least once a year, such as: CIOFF® World Congress (General Assembly, Cultural Conference, Open Forum and Youth Forum) and Folkloriada.
- g. CIOFF® will continue to invite UNESCO representatives (members of UNESCO National Commissions, UNESCO Regional Offices, UNESCO Headquarters) to attend and participate in our major events, CIOFF® World Congress and Folkloriada.



**CIOFF®**

**International Council of Organizations  
of Folklore Festivals and Folk Art**

Official Partner of UNESCO

Accredited to the UNESCO ICH Committee

### **3. Strengthen CIOFF® finances**

Financial Development Committee should find new financial resources. **They should be responsible for administering the implementation of programs that may be developed with such source.**

### **4. CIOFF® Administrative work**

All CIOFF® bodies on International Level must simplify the procedures and avoid excessive bureaucracy. By using modern technology and internet, the time between decision making process and implementation can be shortened.

**26<sup>th</sup> of March 2014**