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**AFRICAN AND EUROPEAN
WOMEN IN ACTION**

THIRD TRAINING COURSE

AEWIA

1011139352

JANUARY 16TH 2025





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THE **AFRICAN AND EUROPEAN WOMEN IN ACTION (AEWIA)** PROJECT
AIMS TO PROMOTE AND STRENGTHEN THE ROLE OF YOUNG WOMEN IN
INTERCULTURAL DIALOGUE BETWEEN EUROPE AND AFRICA BY
ENHANCING INTANGIBLE CULTURAL HERITAGE AS A SHARED ASSET.



GENERAL OBJECTIVE:

EMPOWER YOUNG WOMEN TO ACT AS KEY
AGENTS IN FOSTERING INTERCULTURAL
DIALOGUE AND SUSTAINABLE DEVELOPMENT
THROUGH THE RECOGNITION AND
PRESERVATION OF INTANGIBLE HERITAGE



SPECIFIC OBJECTIVES:

CAPACITY BUILDING FOR YOUTH WORKERS;
SHARING KNOWLEDGE AND TRADITIONS;
ADVOCACY AND DIGITAL EMPOWERMENT:





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ROADMAP:



1° TC ONLINE: WOMEN IN ACTION FOR HERITAGE AND SUSTAINABLE DEVELOPMENT

- THREE ONLINE MEETINGS DEDICATED TO 330 YOUTH WORKERS, AIMING TO IMPROVE THEIR COMPETENCIES AND KNOWLEDGE ABOUT INTANGIBLE HERITAGE AS A WAY TO FOSTER INTERCULTURAL DIALOGUE.
- DEVELOPMENT OF THE E-BOOK ON INTANGIBLE CULTURAL HERITAGE (ICH) AND WOMEN IN DIPLOMACY.



DISCUSSION FORUM

- 7 ONLINE MEETINGS AMONG YOUNG WOMEN, FACILITATED BY THE TRAINED YOUTH WORKERS, TO CREATE THE MOOC FEMALE HERITAGE GLOBE.
- DEVELOPMENT OF THE MOOC FEMALE HERITAGE GLOBE.



2° TC ONLINE: ADVOCACY THROUGH DIGITAL TECHNOLOGY

- ONLINE TRAINING WORKSHOP DEDICATED TO YOUNG WOMEN FROM THE SIX COUNTRIES OF THE PARTNERSHIP:
 - HOW TO CREATE AN ADVOCACY CAMPAIGN.
 - HOW TO COLLECT AND PRESENT DATA TO MAKE COMMUNICATION MORE EFFECTIVE.
 - ADVOCACY AND SOCIAL MEDIA





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INDEX:

1. INTRODUCTION TO AGENDA 2030 AND INTANGIBLE HERITAGE

- OVERVIEW OF THE 17 SUSTAINABLE DEVELOPMENT GOALS (SDGS)
- THE ROLE OF CULTURAL HERITAGE IN SUSTAINABLE DEVELOPMENT
- EMPHASIZING THE ROLE OF WOMEN IN PRESERVING INTANGIBLE HERITAGE

2. CASE STUDIES OF WOMEN AND INTANGIBLE HERITAGE

2.1. BERBER COMMUNITIES OF MOROCCO

2.2. MAYA WEAVERS IN GUATEMALA

2.3. WOMEN IN AYURVEDIC MEDICINE, INDIA



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***CULTURAL HERITAGE IS NOT LIMITED TO MONUMENTS
AND COLLECTIONS OF OBJECTS. IT ALSO INCLUDES
TRADITIONS OR LIVING EXPRESSIONS INHERITED FROM
OUR ANCESTORS.***



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What does intangible cultural heritage mean to you?



Watch on  YouTube



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I. UNDERSTANDING INTANGIBLE CULTURAL HERITAGE

DEFINITION:

- INTANGIBLE CULTURAL HERITAGE (ICH) REFERS TO PRACTICES, EXPRESSIONS, KNOWLEDGE, AND SKILLS PASSED THROUGH GENERATIONS.
- IT IS DYNAMIC AND EVOLVING, ADAPTING TO MODERN TIMES WHILE PRESERVING ITS ROOTS.



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I. UNDERSTANDING INTANGIBLE CULTURAL HERITAGE



EXAMPLES OF ICH

- **ORAL TRADITIONS:** STORIES, SONGS, AND PROVERBS (E.G., MAASAI STORYTELLING).
- **RITUALS AND FESTIVALS:** UNIQUE CELEBRATIONS (E.G., CHINESE NEW YEAR).
- **PERFORMING ARTS:** DANCE, THEATER, AND MUSIC (E.G., KABUKI THEATER, JAPAN).
- **TRADITIONAL CRAFTSMANSHIP:** WEAVING, POTTERY, AND OTHER CRAFTS (E.G., BERBER CARPET WEAVING, MOROCCO).



YOGA IN INDIA



KABUKI THEATER





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I. UNDERSTANDING INTANGIBLE CULTURAL HERITAGE



COMMUNITY-BASED HERITAGE

- REFLECTS COMMUNITY IDENTITY AND BELONGING.
- PROMOTES CULTURAL PRIDE AND STRENGTHENS LOCAL TRADITIONS.

UNESCO'S ROLE

- SAFEGUARDS ICH THROUGH THE 2003 CONVENTION FOR THE SAFEGUARDING OF INTANGIBLE CULTURAL HERITAGE.
- PROMOTES GLOBAL AWARENESS BY MAINTAINING THE REPRESENTATIVE LIST OF THE INTANGIBLE CULTURAL HERITAGE OF HUMANITY.



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I. UNDERSTANDING INTANGIBLE CULTURAL HERITAGE



RELEVANT LINKS:

- UNESCO DEFINITION AND IMPORTANCE OF INTANGIBLE HERITAGE: [UNESCO INTANGIBLE CULTURAL HERITAGE](#)
- CONVENTION FOR THE SAFEGUARDING OF INTANGIBLE CULTURAL HERITAGE: [CONVENTION DOCUMENT](#)
- REPRESENTATIVE LIST OF THE INTANGIBLE CULTURAL HERITAGE OF HUMANITY: [UNESCO LIST](#)



LINK TO AN INTERACTIVE MAP: [UNESCO INTERACTIVE MAP OF INTANGIBLE HERITAGE](#)



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***INTANGIBLE HERITAGE IS VITAL IN ACHIEVING
SUSTAINABLE DEVELOPMENT, FROM EMPOWERING
COMMUNITIES TO FOSTERING CULTURAL IDENTITY***



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II. INTANGIBLE HERITAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

ICH AND SDGS:

- CULTURAL PRESERVATION ALIGNS WITH SUSTAINABILITY.
- ADDRESSES SOCIAL, ECONOMIC, AND ENVIRONMENTAL GOALS.

KEY SDGS:

- **GOAL 5:** GENDER EQUALITY – WOMEN AS HERITAGE CUSTODIANS AND LEADERS.
- **GOAL 8:** DECENT WORK – HANDICRAFTS, TOURISM, AND CREATIVE INDUSTRIES.
- **GOAL 11:** SUSTAINABLE CITIES – INTEGRATING CULTURE INTO URBAN PLANNING.
- **GOAL 12:** RESPONSIBLE PRODUCTION – ECO-FRIENDLY AND TRADITIONAL PRACTICES.
- **GOAL 4:** EDUCATION – PASSING HERITAGE TO FUTURE GENERATIONS.



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<p>1 NO POVERTY</p>	<p>2 NO HUNGER</p>	<p>3 GOOD HEALTH</p>	<p>4 QUALITY EDUCATION</p>	<p>5 GENDER EQUALITY</p>	<p>6 CLEAN WATER AND SANITATION</p>
<p>7 RENEWABLE ENERGY</p>	<p>8 GOOD JOBS AND ECONOMIC GROWTH</p>	<p>9 INNOVATION AND INFRASTRUCTURE</p>	<p>10 REDUCED INEQUALITIES</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION</p>
<p>13 CLIMATE ACTION</p>	<p>14 LIFE BELOW WATER</p>	<p>15 LIFE ON LAND</p>	<p>16 PEACE AND JUSTICE</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>THE GLOBAL GOALS For Sustainable Development</p>



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II. INTANGIBLE HERITAGE AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

CHALLENGES AND OPPORTUNITIES:

- **THREATS:** GLOBALIZATION, LACK OF FUNDING.
- **POSSIBLE SOLUTIONS:** POLICY ALIGNMENT, LOCAL-GLOBAL COLLABORATIONS.



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***WOMEN ARE NOT ONLY CUSTODIANS OF OUR PAST BUT
ALSO THE ARCHITECTS OF SUSTAINABLE FUTURES
THROUGH CULTURAL HERITAGE***



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III. WOMEN: CUSTODIANS OF CULTURAL HERITAGE AND AGENTS OF DEVELOPMENT

PRESERVATION AND TRANSMISSION:

- ORAL TRADITIONS, RITUALS, CRAFTS, AND CULINARY HERITAGE.
- WOMEN AS KEY TRANSMITTERS OF KNOWLEDGE ACROSS GENERATIONS.

ECONOMIC EMPOWERMENT:

- WOMEN-LED INDUSTRIES IN CRAFTS, TOURISM, AND HEALTHCARE.
- EXAMPLE: MAYA WEAVERS AND FAIR TRADE INITIATIVES.

SOCIAL DEVELOPMENT:

- FOSTERING SOCIAL COHESION AND INCLUSION THROUGH CULTURAL ACTIVITIES.
- EXAMPLE: BERBER WOMEN'S WEAVING COLLECTIVES.



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III. WOMEN: CUSTODIANS OF CULTURAL HERITAGE AND AGENTS OF DEVELOPMENT

SUSTAINABILITY:

- INTEGRATING TRADITIONAL KNOWLEDGE INTO ECO-FRIENDLY PRACTICES.
- EXAMPLE: AYURVEDIC MEDICINE AND SUSTAINABLE HEALTHCARE.

CHALLENGES:

- GENDER INEQUALITY, LACK OF RESOURCES, AND MARKET ACCESS.

POSSIBLE SOLUTIONS:

- EDUCATION, FUNDING, AND POLICY REFORMS.



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CASE STUDIES OF WOMEN & INTANGIBLE HERITAGE



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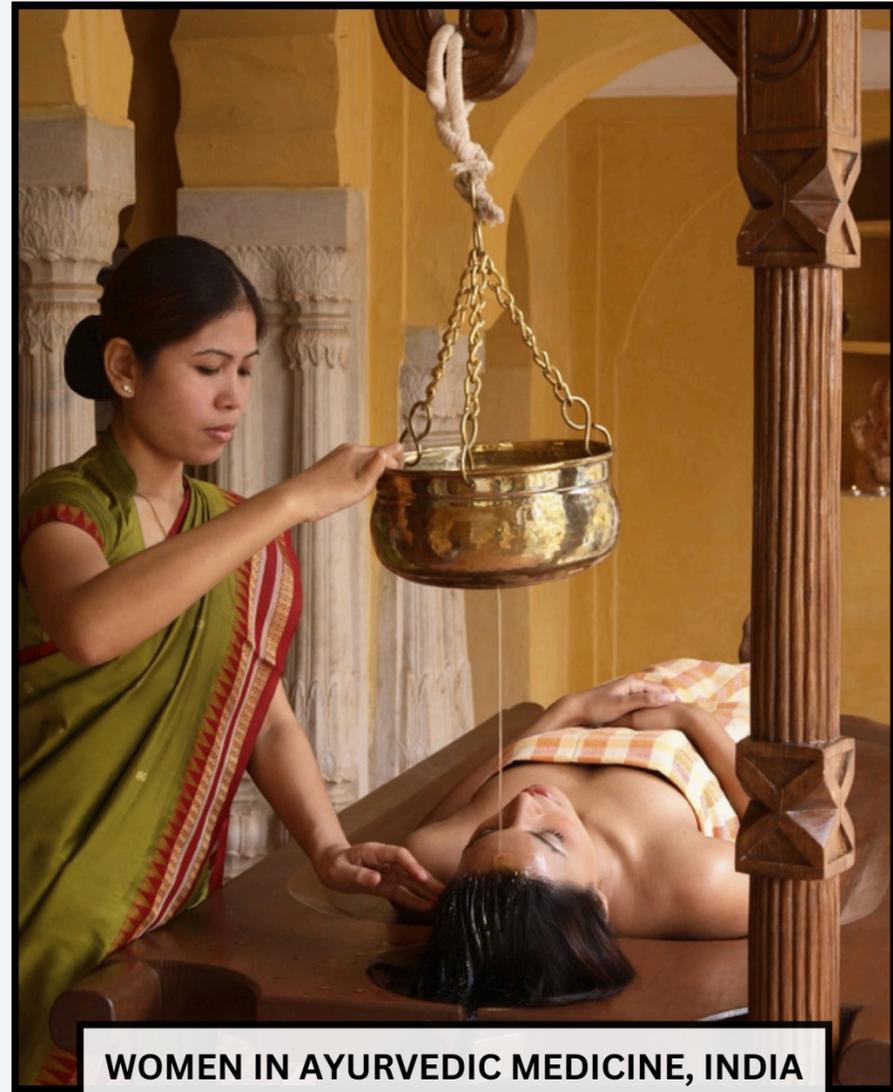
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BERBER COMMUNITIES OF MOROCCO



MAYA WEAVERS IN GUATEMALA



WOMEN IN AYURVEDIC MEDICINE, INDIA



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BERBER CARPET WEAVING IN MOROCCO

- INTANGIBLE HERITAGE: TRADITIONS, PRACTICES, AND SKILLS PASSED THROUGH GENERATIONS.
- BERBER CARPETS AS SYMBOLS OF CULTURAL IDENTITY AND STORYTELLING.

ROLE OF WOMEN:

- PRIMARY WEAVERS, CUSTODIANS OF TRADITION, AND CONTRIBUTORS TO FAMILY INCOME.

CONNECTION TO GOAL 5:

- GENDER EQUALITY THROUGH EMPOWERMENT AND FINANCIAL INDEPENDENCE



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FEMALE CRAFTSMANSHIP IN GUATEMALA: MAYA WEAVERS

- CENTURIES-OLD CRAFT CENTRAL TO MAYA CULTURAL IDENTITY.
- PATTERNS INSPIRED BY MYTHOLOGY, NATURE, AND HISTORY.

ROLE OF WOMEN:

- WOMEN AS PRIMARY WEAVERS, USING TRADITIONAL BACKSTRAP LOOMS.
- INTERGENERATIONAL KNOWLEDGE TRANSFER.

CONNECTION TO SDGS:

- **GOAL 8:** EMPLOYMENT AND ECONOMIC GROWTH THROUGH COOPERATIVES.
- **GOAL 12:** ENVIRONMENTALLY FRIENDLY PRACTICES AND SUSTAINABLE FASHION.



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INDIA: WOMEN AND THE CULTURAL HERITAGE OF AYURVEDIC MEDICINE

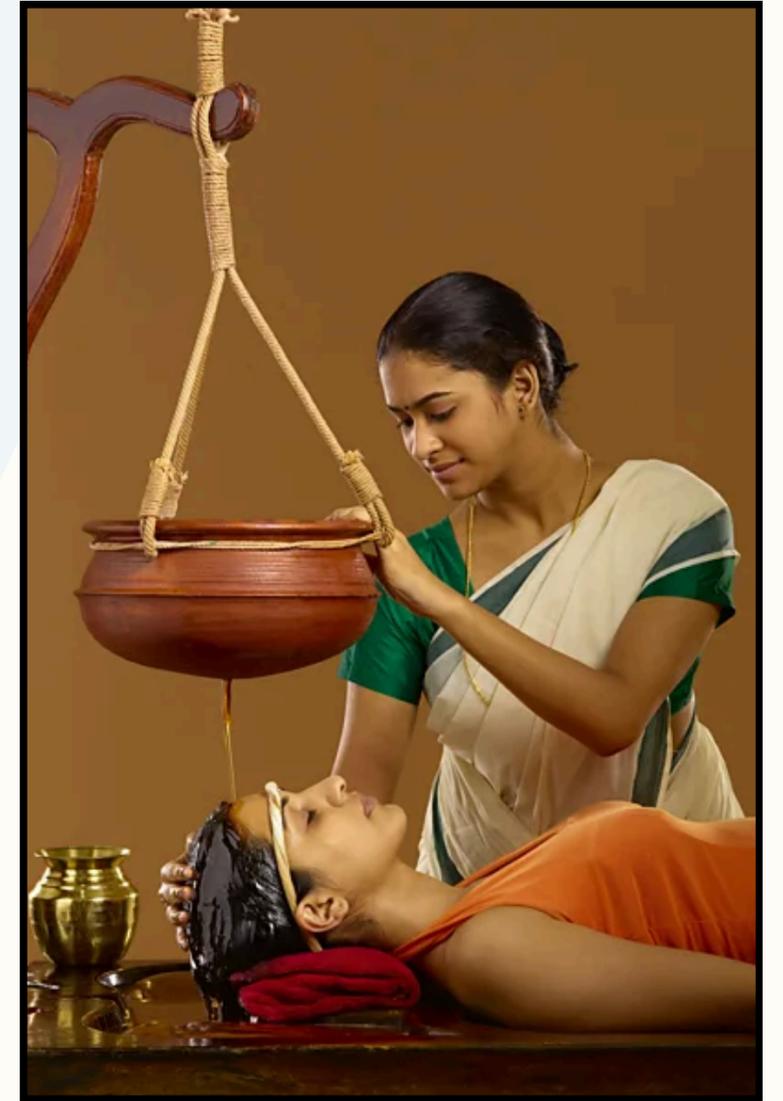
AYURVEDA AS A HOLISTIC, ANCIENT MEDICAL SYSTEM FOCUSING
ON BALANCE AND WELLNESS.

ROLE OF WOMEN:

- WOMEN AS COMMUNITY HEALERS, EDUCATORS, AND ENTREPRENEURS.
- INTERGENERATIONAL TRANSMISSION OF KNOWLEDGE WITHIN FAMILIES.

CONNECTION TO SDGS:

- **GOAL 3:** PREVENTIVE HEALTHCARE AND WELLNESS INITIATIVES.
- **GOAL 4:** EDUCATIONAL PROGRAMS PROMOTING AYURVEDA.



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REFERENCES AND RESOURCES

GENERAL RESOURCES

1. UNESCO - INTANGIBLE CULTURAL HERITAGE

- DEFINITION, EXAMPLES, AND LISTS OF INTANGIBLE CULTURAL HERITAGE ELEMENTS.
- [LINK: UNESCO INTANGIBLE CULTURAL HERITAGE](#)

2. UNESCO - SUSTAINABLE DEVELOPMENT GOALS AND CULTURE

- INSIGHTS INTO HOW CULTURAL HERITAGE CONTRIBUTES TO ACHIEVING THE SDGS.
- [LINK: UNESCO CULTURE AND SDGS](#)

3. UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGS)

- OVERVIEW OF THE 17 GOALS WITH SPECIFIC TARGETS AND INDICATORS.
- [LINK: UN SDGS](#)



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REFERENCES AND RESOURCES

TOPIC-SPECIFIC LINKS

1. WOMEN AND INTANGIBLE HERITAGE IN BERBER COMMUNITIES OF MOROCCO

1. UNESCO - MOROCCAN INTANGIBLE CULTURAL HERITAGE

- DETAILS ON BERBER CRAFTSMANSHIP AND ITS CULTURAL SIGNIFICANCE.
- [LINK: UNESCO MOROCCO HERITAGE](#)

2. FEMALE CRAFTSMANSHIP IN GUATEMALA: MAYA WEAVERS

1. UNESCO - MAYA WEAVING AS INTANGIBLE CULTURAL HERITAGE

- OVERVIEW OF MAYA WEAVING AND ITS RECOGNITION AS A CULTURAL HERITAGE.
- [LINK: UNESCO GUATEMALA HERITAGE](#)

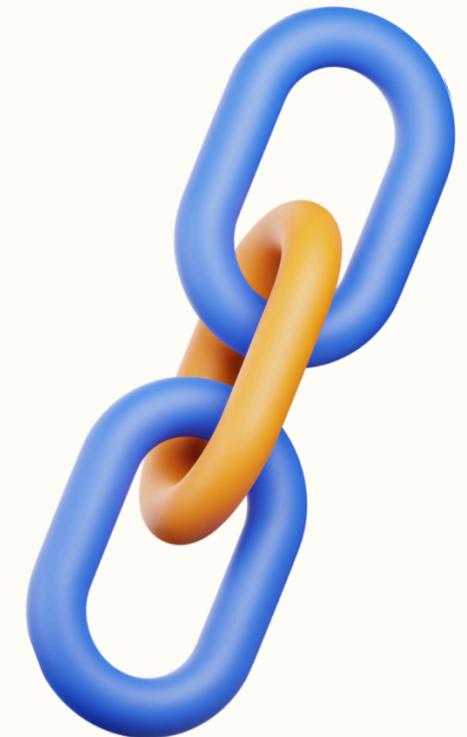
3. INDIA: WOMEN AND THE CULTURAL HERITAGE OF AYURVEDIC MEDICINE

1. WORLD HEALTH ORGANIZATION (WHO) - TRADITIONAL MEDICINE

- INSIGHTS INTO THE ROLE OF TRADITIONAL MEDICINE IN GLOBAL HEALTHCARE.
- [LINK: WHO TRADITIONAL MEDICINE](#)

2. UNESCO - YOGA AS INTANGIBLE HERITAGE

- INFORMATION ABOUT YOGA'S RECOGNITION AS PART OF INDIA'S HERITAGE.
- [LINK: UNESCO YOGA](#)





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TEAM BUILDING ACTIVITY



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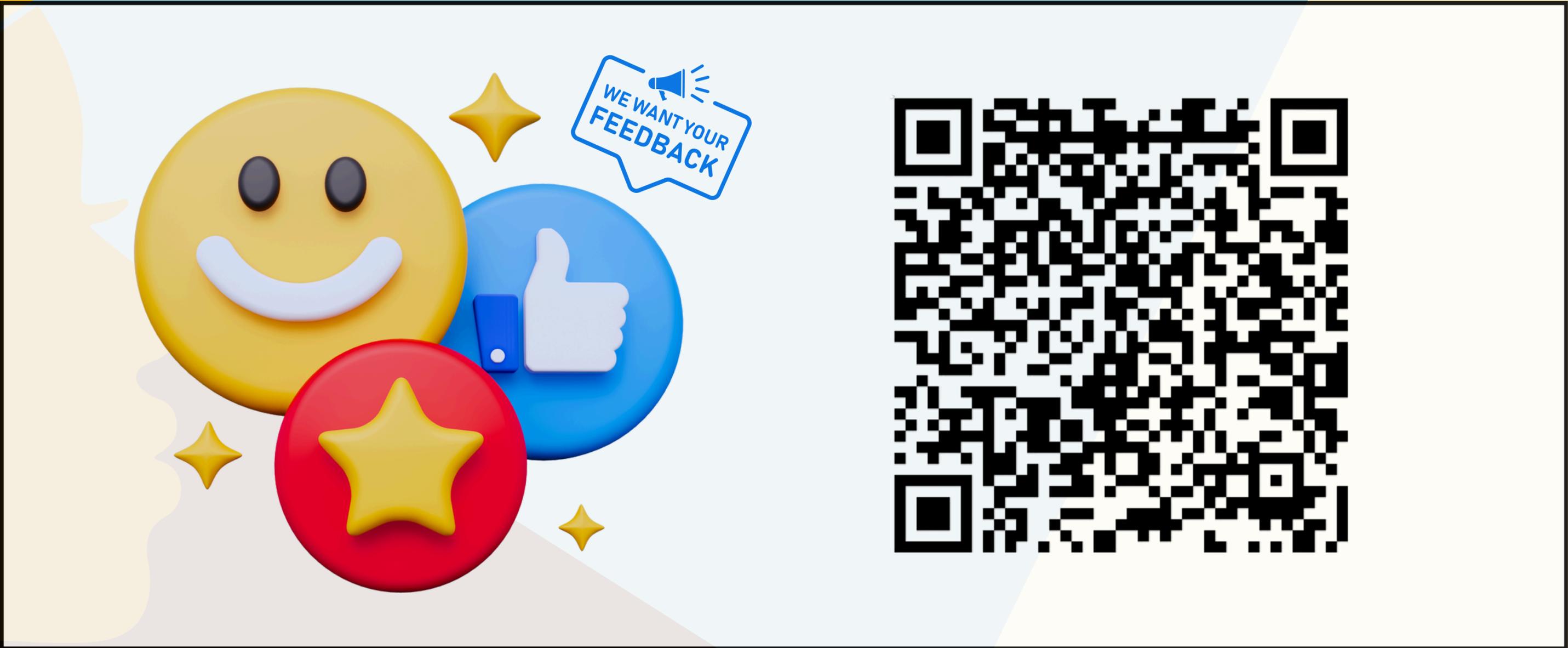


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