



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

Use of the Emblem of the Convention for Safeguarding the Intangible Cultural Heritage under Patronage

GENERAL CONDITIONS AND PATRONAGE REQUEST FORM

This document is available at the following web address:

<http://www.unesco.org/culture/ich/en/forms/>

Scope of Patronage

The use of the emblem of the Convention for the Safeguarding of the Intangible Cultural Heritage in connection with the UNESCO's patronage is governed by the Operational Directives for the Implementation of the Convention for the Safeguarding of the Intangible Cultural Heritage (para 124-150) adopted in June 2010 by the General Assembly of the States Parties to the Convention. They can be consulted on the Internet at <http://www.unesco.org/culture/ich/en/directives/>.

The emblem of the Convention for the Safeguarding of Intangible Cultural Heritage shall be accompanied by UNESCO's logo and may not be used in isolation. In case of national activities particularly and before sending the completed patronage form to UNESCO, make sure that it is accompanied by official endorsements of your National Commission for UNESCO and National Authority in charge of managing the use of the emblem (in order to find which authority is in charge of this issue, please visit the web pages related to the use of the emblem - <http://www.unesco.org/culture/ich/en/emblem/>).

Please note that the request should be exclusively addressed to the Director-General and reach UNESCO at least three months prior to the anticipated beginning of the proposed activity.

The completed request form must be accompanied by activity-related layouts and examples of all the printed or audiovisual promotional materials (cinematographic works, books, banners, posters, invitations, etc.) which are expected to bear the emblem of the Convention.

Once the patronage form is completed and the relevant endorsements are received, please send them together with an official letter to UNESCO - by email: ICH-emblem@unesco.org, by fax +33 (0)1 45 68 57 52 or by post using the address below:

Office of the Director-General
UNESCO
7, place de Fontenoy
75352 Paris 07 SP
France

In your request, you should specify the language version(s) for the emblem(s) you require, that is Arabic, Chinese, English, French, Spanish or Russian.

The use of the emblem of the Convention for the Safeguarding of the Intangible Cultural Heritage is only limited to one specific non-permanent activity. The patronage and authorization to use the emblem of the Convention for the Safeguarding of Intangible Cultural Heritage end with the termination of the proposed activity. If the activity takes place again in the future, patronage must be requested anew.

Emblem Specifications

UNESCO decides on the specific type of logo that should apply to each patronage granted. If your request is approved, you will get an electronic file containing a high resolution version of the 2003 Convention emblem, which will enable you to reproduce the emblem on the information material related to the activity. Please note that the emblem of Convention for the Safeguarding of Intangible Cultural Heritage must not be modified or changed in any manner. It must be featured in its minimum size of 12 mm, measured for the height of temple symbol alone. If the emblem is not suitable because of its size, format or any other reasons, you should contact ICH-emblem@unesco.org for guidance on how to proceed.

Once your request is approved, you will be asked to complete a Patronage Reporting Form and send it to the Intangible Cultural Heritage Section no later than one month after the end of the activity for which patronage has been granted (six months for publications and audio-visual productions).

PATRONAGE REQUEST FORM FOR THE USE OF THE EMBLEM OF THE CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

Before filling this form, you are invited to first contact the National Commission for UNESCO and, if applicable, the national authority in charge of managing the use of the emblem of the Convention in your country to ensure your request is eligible. To find out which authority is in charge of the questions relating to the use of the 2003 Convention emblem, please check the website of the Intangible Cultural Heritage Section: <http://www.unesco.org/culture/ich/en/emblem/>

1. Name of the proposed activity

Promoción y difusión de la fiesta del tambor

2. Start and end date of the proposed activity

Del 26 de marzo al 12 de abril. 2020 Semana Santa y la semana previa

Y 18 de marzo de 2020. Víspera de la festividad de San José

3. Venue of the proposed activity

Baena (Córdoba)

4. Name and contact details of your organization

Name of the organization: Excmo. Ayuntamiento de Baena

Address: Plaza de la Constitución s/n

Telephone number: 957665010

Fax number: -

E-mail address: alcaldia@ayto-baena.es

Other relevant information:

Coorganiza Agrupación de Cofradías de Semana Santa de Baena

C/ Mesones n 37. Centro de interpretación de la Semana Santa

659 23 84 27

presidente@acofradiasbaena.com

5. Legal identity of your organization and its registration number

Ayuntamiento de Baena CIF P-1400700I

Agrupación de Cofradías de Semana Santa de Baena, con CIF G-14278253, inscrita en el Registro de Entidades Religiosas número 023793

Name of the organization:	AGRUPACIÓN DE COFRADÍAS DE SEMANA SANTA DE BAENA
Address:	C/ MESONES, 37
Telephone number:	659238427
Fax number:	--
E-mail address:	presidente@acofradiasbaena.com
Other relevant information:	

6. Your name and contact details

7. Please provide a full description of the proposed activity.

La actividad principal y de mayor difusión es la propia Semana Santa de Baena. En concreto se desea la utilización del logo de la UNESCO en el material de promoción de esta semana tan importante en la localidad. El emblema quedaría recogido en soporte físico de cartelería, folletos y la revista 'Cabildo'. Esta revista se presenta al público el domingo anterior al Domingo de Ramos (26.03.2020) en el mismo acto de celebración del Pregón de Semana Santa.

Además se incluiría en la web de la Agrupación de Cofradías de la Semana Santa de Baena, que tanto esta institución como el Ayuntamiento han rediseñado para la consecución de la declaración de la Semana Santa de Baena de Interés Turístico Internacional, ajustándola a la normativa vigente.

Es deseo también, tanto del Ayuntamiento como de la Agrupación de Cofradías, el uso del emblema de la UNESCO en la víspera de la festividad de Santa José, día 18 de marzo. Es tradición en la localidad que esa tarde noche los tambores ocupen las calles y suenen sin cesar hasta la madrugada. El logo se utilizaría en la cartelería para la promoción de esta celebración.

8. Are all of the financial and technical means guaranteeing the successful implementation of the proposed activity well in place at the time of this request? Please describe in details.

La financiación y la puesta en marcha de todas las actividades de promoción cuentan con partida presupuestaria en el presupuesto del Ayuntamiento de Baena así como en el de la Agrupación de Cofradías de Semana Santa.

9. Please indicate on what publicity and promotional materials the requested linked emblem of UNESCO and the 2003 Convention will be used (for example: invitation letters, printed programmes, banners, websites, etc.)

El emblema de la UNESCO y de la Convención de 2003 se utilizará en diferentes soportes desde cartelería impresa, digital, especialmente para páginas webs y redes sociales. También está prevista su utilización en vídeos promocionales que se pretenden emitir tanto en televisión como en plataformas webs así como su proyección en eventos relacionados con la Semana Santa y el tambor.

10. Please give information on the scale of the proposed activity (for example: is it international and regional significance or is it sub-regional or national scope?)

El objetivo buscado es que el alcance de la difusión y promoción de las diferentes actividades vaya desde el ámbito local al internacional dada la proyección de la Semana Santa de Baena que cuenta con el tambor como su principal atractivo.

11. Please indicate the number of participants and the key audience of your proposed activity (for example: are they researchers/scientists/academics; teachers/educators/trainers; students/youth; politicians/decision makers/civil servants; or development agencies such as NGOs and IGOs?)

El público objetivo de las actividades serán los amantes de la cultura del tambor y su tradición. Así será todo el pueblo de Baena y su comarca además de historiadores, investigadores, profesores y maestros, jóvenes, artesanos del tambor así como todos aquellos implicados en la elaboración del mismo como pueden ser carpinteros, curtidores, etc.

En cuanto al número de participantes dependerá de la actividad a realizar. Por indicar algún ejemplo, en Semana Santa la cifra de personas de todos los estratos sociales y de todas las edades que tocan el tambor en Baena supera las 3.000. Todas ellas ataviadas con la indumentaria del judío. Por otro lado, en la celebración de la Víspera de San José, una fiesta en la que el tambor es el protagonista absoluto pueden llegar a participar más de 5.000 personas ya que aquí los tamborileros no necesitan llevar la indumentaria del judío.

12. Please elaborate on the media visibility of your proposed activity. (for example: will there be any media coverage; if so, in which media and at what level?)

Las actividades relacionadas con el tambor cuentan con una amplia cobertura mediática desde prensa escrita a televisión en formato noticia y reportaje. En los últimos años se ha ampliado a páginas webs tanto de medios de información general como especializados.

13. Please explain your proposed activity's relevance to the 2003 Convention's purposes and objectives and its compliance with the principles of the Convention.

Las actividades a realizar se enmarcan dentro de los objetivos de la Convención 2003 ya que están destinadas a la promoción y la difusión del patrimonio inmaterial de Baena como es el toque del tambor con el objetivo de que esta tradición se conozca por todos y no se pierda para que perdure en el tiempo como hasta ahora ya que supone un pilar muy importante en la historia de Baena y en su economía desde el punto de vista de artesanal y turístico.

14. Please provide the following attachment(s):

- Letter of endorsement of the National Commission
- Letter of endorsement of the National Authority in charge of managing the use of the emblem of the Convention in your country (if different from the National Commission)

Signed by:

Dated:

Please now send this form to the Office of the Director-General, preferably filled in electronically:

Office of the Director-General

UNESCO

7, place de Fontenoy 75352 Paris 07 SP France

Tel: +33 (0)1 45 68 43 95

Fax: +33 (0)1 45 68 57 52

E-mail: ICH-emblem@unesco.org

WAIVER OF LIABILITY FOR THE USE OF THE EMBLEM OF THE CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

The undersigned acknowledges that, in using the emblem of the Convention for the Safeguarding of the Intangible Cultural Heritage as explained in its submission dated _____:

- the undersigned is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- UNESCO does not assume any responsibility for the activities of the undersigned; and
- the undersigned shall hold harmless and defend UNESCO and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the Emblem.

Title / Name

Signature

Date