



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

UIPATRONAGE REPORTING FORM

This document is available at the following web address:

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

1. Name, venue, date and organizer of the activity:

Zavod za turizem Idrija / Idrija Tourism Board, (Center za idrijsko dediščino /Idrija Heritage Centre) 38th Idrija Lace Festival 14 June 2019 - 16 June 2019

2. What is the particular relevance of the activity to purposes and objectives the 2003 Convention and its compliance with the principles of the Convention?

The emphasis of the activity is to preserve and transfer the knowledge of making lace from generation to generation and to familiarize people with the tradition of lace making and displaying new ways of making lace.

3. Who were the audiences of the activity? (Please tick the five most relevant)

- ☐ UNESCO network (e.g. commissions, chairs, **associated schools, clubs**, national committees)
- ☐ Development agent (e.g. Intergovernmental Organizations, UN system)
- ☐ **Policy maker (e.g. ministries, parliamentarians, local authorities)**
- ☐ Civil Society (**e.g. private persons, NGOs, companies**)
- ☐ Scientists / researchers / academia
- ☐ **Educators / teachers / trainers**
- ☐ **Youth / students**
- ☐ Mass media
- ☐ **Specialized media**
- ☐ Other (please specify) _____

4. Was there any media coverage for your activity? (Please specify the number of features)

Type	Local	National	Regional	International
Print cca.	2	8	1	1
Radio cca.	100	30	100	3
Television	/	/	/	/

Internet + social media* cca	100	100	100	100
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* When publishing on internet and social media we reach also the international audience. We made some digital campaigns also in Italy and Austria. That's why we put the number 100 in each (local, regional, national and international)

5. How many people have been reached approximately through the communication about the activity?

It is difficult to estimate how many people have been reached the whole Idrija Lace Festival marketing campaign, but if we talk about the results of digital marketing campaign, we can say around 40.000.

6. What was the effect of your activity for the Convention's visibility? (Please tick the two most relevant)

- ☐ **The name and linked logo of UNESCO and the 2003 Convention were made visible to new audiences**
- ☐ **The purposes and objectives of the 2003 Convention were made known to new audiences**
- ☐ The achievements of the 2003 Convention were promoted to new audiences
- ☐ UNESCO's publications (www.unesco.org/publishing) were promoted to new audiences

Please send this questionnaire to the Secretariat of the 2003 Convention, together with, if relevant, the following materials:

Information materials (especially those featuring the name or logo of the Convention for the Safeguarding of the Intangible Cultural Heritage), press clippings, radio recordings, television and video footage, statistics.