

**REPORT BY A NON-GOVERNMENTAL ORGANIZATION ACCREDITED
TO ACT IN AN ADVISORY CAPACITY TO THE COMMITTEE ON ITS
CONTRIBUTION TO THE IMPLEMENTATION OF THE CONVENTION**

**Deadline: 15 February 2023
for examination in 2023**

File may be downloaded at:
<https://ich.unesco.org/en/forms>

*Please provide only the information requested below.
Annexes or other additional materials cannot be accepted.*

A. Identification of the organization

A.1. Name of the organization submitting this report

A.1.a. *Provide the full official name of the organization in its original language, as it appears on the official documents.*

Artesol – Artesanato Solidário

A.1.b. *Name of the organization in English and/or French.*

Artesol – Solidarity Craft

A.1.c. *Accreditation number of the organization (as indicated in all previous correspondence: NGO-90XXX)*

NGO 90168

A.2. Address of the organization

Provide the complete postal address of the organization, as well as additional contact information such as its telephone number, email address, website, etc. This should be the postal address where the organization carries out its business, regardless of where it may be legally domiciled. In the case of internationally active organizations, please provide the address of the headquarters.

Organization: Artesol – Solidarity Handicraft

Address: Ave. Nove de Julho, 5569 – 4º floor. Jardim Paulista - São Paulo / SP
Zip Code 01407-911

Telephone number: +55 11 30828681

Email address: institucional@artesol.org.br

Website: www.artesol.org.br

Other relevant information:

A.3. Contact person for correspondence

Provide the complete name, address and other contact information of the person responsible for correspondence concerning this report.

Title (Ms/Mr, etc.): Ms

Family name: Masson

Given name: Josiane

Institution/position: General Director

Address: Ave. Nove de Julho, 5569 – 4º floor. Jardim Paulista - São Paulo / SP
Zip Code

Telephone number: +55 11 99409-7070

Email address: jmasson@artesol.org.br

Other relevant information:

B. Contribution of the organization to the implementation of the Convention at the national and international levels (Chapter III and Article 19 of the Convention, paragraph 156 of the Operational Directives)¹

Distinguish between completed activities and ongoing activities contributing to the eight thematic areas of the Convention's Overall Results Framework², as well as to the preparation of periodic reports, nominations, proposals and requests under the Convention's international cooperation mechanisms. If you have not contributed, this should be indicated. Also describe any obstacles or difficulties that your organization may have encountered in such participation.

B.1. Describe your organization's contribution to strengthening **institutional and human capacities** for safeguarding intangible cultural heritage.

Not to exceed 250 words

In 2023, Artesol adds 25 years of work in tune with policies to safeguard ICH in Brazil and UNESCO. Its work has contributed for the continuity of traditional art craft practices, the betterment of the artisans' quality of life and self-esteem, as well as the strengthening of

1. In case your organization operates in several States, please indicate clearly which State or States are concerned by your answers where appropriate.
2. For further information on the Overall Results Framework, please refer to the Chapter 8 of the Basic Texts of the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage: <https://ich.unesco.org/en/basic-texts-00503>

communities which possess such essential knowledge in the construction of the social Brazilian identity. Artesol idealized and has been articulating a national network with all the agents of the ecosystem of the production of traditional crafts in the country. Through this network has promoted studies and reflections for the creation of initiatives in this productivity chain, stimulating the practice within fair trade and environmentally sustainable activities under the perspective of the creative economy. Another important Artesol's work is the search for dialogue with public management to promote actions aimed at creating public policies. Even with the covid's pandemic crisis, Artesol was able to promote and participate in forums, seminars and execute projects adapted to the digital format.

In 2022, it held the Festival Criativos por Tradição - Conexões Amazônia - to celebrate and promote immaterial culture in craftsmanship. In this project, eight artisan communities from five states (Amazonas, Acre, Pará, Maranhão and Tocantins) were benefited and most of the project's collaborators were also hired in the region, valuing ethnic, gender and racial diversity. The event had an exhibition, workshops, a seminar with important discussion panels and a fair to promote sales and income generation for the groups involved.

www.criativosporradicao.org.br

B.2. Describe your organization's participation in activities related to the **transmission of and education** for intangible cultural heritage. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.

Not to exceed 250 words

Artesol works in synergy with the Immaterial Heritage Department/IPHAN, responsible for the implementation of the ICH Convention in Brazil, reinforcing and complementing its initiatives. The Rede Artesol project contemplates permanent actions in this sense, using a modern digital platform to promote the articulation of its members (artisans, traders, cultural spaces, technical support and promotion agencies) with consumers, professionals, students, etc.

On the platform you can access a database that compiles information and materials that reinforce the immaterial dimension of the cultural craftsmanship produced in the country. This portal, which has become a reference for the sector, brings together content that integrates knowledge and craft practices with social inclusion, economic development, the preservation of biodiversity and the connection of these elements with contemporaneity.

A highlight of this project is the virtual training channel for artisans, where it is possible to access, free of charge, a set of podcasts, documentary videos of good practices and more than 300 web classes with learning trails on topics such as: cultural identity, entrepreneurship, management, communication, marketing, among others.

This project enables the interaction of the public with the artisans, their communities, and themes linked to the different Indigenous, African, and European peoples that have influenced the formation of Brazilian culture. The platform is translated into 55 languages, accessible to people with hearing impairments and low vision.

www.artesol.org.br

www.canalartesol.org.br

B.3. Describe your organization's participation in the **inventorying and research** of intangible cultural heritage. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.

Not to exceed 250 words

Artesol has not had any direct involvement in the inventorying and research of intangible cultural heritage of state's reports yet.

B.4. Describe your organization's participation in developing **policies, as well as legal and administrative measures**, for safeguarding intangible cultural heritage. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.

Not to exceed 250 words

Artesol has always expressed availability and interest in collaborating in the development of public policies, however, it has not yet had the chance to get directly involved in this activity with

the State.

B.5. Describe your organization's participation in promoting the **role of intangible cultural heritage and its safeguarding in society**. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.

Not to exceed 250 words

Artesol's purpose is to invest in the promotion of the intangible cultural heritage present in traditional handicraft production. Its operation is aligned with the Brazilian policy of the National Program of Intangible Heritage, established by the bill nº3.551.

The institutional activities support and promote a network of partners to enhance the valuation, preservation, and expansion of goods and craft practices that comprise the Brazilian cultural heritage in its diversity of typologies. In addition, another work of impact generated by its projects is the promotion of social inclusion and improvement in the living conditions of artisans throughout the country.

The following items are part of the institutional activities:

1. Identification and studies on artisans, masters, artists and popular productive groups;
2. Survey and organization of qualified data and the promotion of knowledge about the universe of handicrafts to the Brazilian and world society;
3. Promoting the importance of safeguarding the Intangible Cultural Heritage for strengthening the formation and identity of Brazilian society;
4. Valuing the holders of knowledge and craft practices, supporting them in the social and material conditions for their continuity;
5. Qualification of craftsmen, aiming at their human and technical development, as well as that of their communities, seeking the improvement of production and circulation conditions of these cultural assets.
6. Support the commercialization of artisanal objects of cultural tradition within a perspective of environmental preservation, fair trade and protection of unique cultural contexts.

B.6. Describe your organization's participation in **raising awareness** about intangible cultural heritage. Explain, in particular, how your organization cooperates with communities, groups and, where relevant, individuals.

Not to exceed 250 words

The dissemination of traditional crafts as a cultural manifestation of tangible and intangible heritage value is one of Artesol's core strategies. Through a modern digital platform, Artesol makes this universe accessible to the whole world, explaining the importance of valuing artisans and the communities that hold this knowledge, as well as the relationships of this sector with socio-productive inclusion, economic development sustainability and its relationship with other sectors of the creative economy such as fashion, arts, decor, gastronomy, tourism, among others.

One of Artesol's projects where this promotion takes place directly with the public is Artiz, a social store for the sale of products from communities and artisans supported by the network. In this space there is visual communication and educational materials to involve consumers and transmit information about the origin, authorship, raw material, techniques and the cultural and social context that is behind each object, making the consumer become an activist agent of the cause.

B.7. Describe your organization's participation in facilitating the engagement of communities, groups and individuals, as well as other stakeholders, for safeguarding intangible cultural heritage.

Not to exceed 250 words

The systematization and dissemination of knowledge for the appreciation of traditional handicrafts has been a strategy to strengthen the role of artisans as main safeguard agents. This dynamic influences a web of interdependent relationships involving productive groups, communities, sponsoring partners, professionals, organizations and government programs.

The Artesol Network trains artisans, prioritizing young people in acquiring skills for the use of technological resources (photography workshops, social media management, e-commerce, digital language) to enhance artisanal entrepreneurship, bringing them closer to the universe of

contemporary commercial transactions, in addition to teaching them how to search for training content on the network platform, as well as prospecting for customers and new markets. It also promotes their connection with fashion brands, entrepreneurship programs from partner organizations, cultural spaces to give workshops and lectures, participation in festivals and fairs, motivating communities to participate more actively in society.

B.8. *Describe your organization's **engagement in cooperation at the bilateral, subregional, regional or international levels** for the implementation of the Convention, including initiatives such as the exchange of information and experience, and other joint initiatives.*

Not to exceed 250 words

Artesol understands that the safeguarding intangible cultural heritage is a shared responsibility between civil society initiatives and governmental agencies, having the respect towards cultural diversity as a pillar of human and citizenship rights. Our premise is the cooperation between public and private sectors, as well as civil society in order to raise funds and share technical knowledge for the creation of sub-regional and regional support networks aiming at the long term sustainability of the productive groups. We are willing to share our experience and learn from good practices done by similar national and international organizations, governmental programs, and entrepreneurial initiatives in the field.

B.9. *Describe your organization's involvement in or contribution to the drafting of the national Periodic Report on the implementation of the Convention.*

Not to exceed 250 words

Artesol has not yet had the opportunity to contribute to the drafting of the National Periodic Report on the implementation of the Convention.

B.10. *Describe your organization's participation in the preparation of nominations to the Urgent Safeguarding List or Representative List, requests for International Assistance or proposals of Good Safeguarding Practices.*

Not to exceed 250 words

In the ICH-08-2019 report we had already reported that in March 2015, in partnership with DPI/IPHAN, Artesol executed the submission of a dossier for UNESCO, focusing on the period in which Artesol's methodology for traditional art craft safeguard was created and consolidated (1998-2008), a product of the work in locus of more than 100 projects carried out in 17 of the 26 Brazilian states.

In July 2015, Artesol was informed by DPI that its candidacy had not been included among the 50 priority proposals to be analyzed in the 2016 cycle, having its assessment scheduled for 2017. According to the UNESCO's report, the reason for the proposal's inclusion in the 2016 - 2017 biennial is due to the great number of candidacies presented by the countries, which led to the establishment of priority criteria.

In November 2015, adjustments were made to adequate the dossier to the new forms and represent the candidacy for the 2016-2017 biennial. On that occasion, the Immaterial Heritage Department (DPI) requested textual alterations, however, given the hectic political scenario in the country, the Ministry of Culture and its various departments went through significant changes that prevented the process from continuing. In the end of 2018, this dialogue was resumed with the current DPI Director (Hermano Queiroz), who informed Artesol about IPHAN's interest in representing the candidacy, but the political scenario remained unfavourable.

Therefore, Artesol is capable of both elaborating a candidacy and keeping a good relationship with the State.

C. Cooperation with UNESCO

Has your organization carried out activities in cooperation with UNESCO? If yes, please tick the relevant boxes and provide information in the box below.

- ☐ Direct cooperation with UNESCO (Headquarters and Field Offices)
- ☐ Activities for which you have received the authorization to use the emblem of UNESCO/of the 2003 Convention
- ☐ Cooperation through the 2003 Convention's Global Network of Facilitators
- ☐ Cooperation with Category 2 Centres
- ☐ Cooperation with National Commissions for UNESCO
- ☐ Cooperation with UNESCO Chairs
- ☐ Financial support from the Intangible Cultural Heritage Fund
- ☐ Financial support from the Participation Programme
- ☐ Other types of cooperation

Not to exceed 250 words

D. Participation in the work of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage

D.1 Has your organization participated in the sessions of the Committee? If so, please indicate which sessions you attended and whether you had any specific role during these meetings.

Not to exceed 250 words

Since 2010 – when Artesol was accredited by UNESCO to integrate the Safeguard of Immaterial Cultural Heritage committee – an effort has been made to make its participation in the meetings and general assemblies viable. Between 2010 and 2014, there was an intense participation in the Intergovernmental Committee, represented by one of its associates and counselors, Professor Dr. Antonio Augusto Arantes, and at other times, by the heretofore president of the board, Mrs. Maria do Carmo Sodré Mineiro. These participations were made possible, many times, with these representatives' personal resources once Artesol did not have enough funds to pay for these activities alongside its other projects. From 2015 onwards, the raising of resources for our projects has increased, but they come from fiscal incentive laws and, therefore, are destined solely to the organization's main activity, which resulted in cuts of other activities and expenditures. Because of that, we no longer participated in the meetings, but kept following the sessions' reports, news, and actions by the NGOs' forum, contributing with them whenever possible.

D.2 Has your organization served as a member of the Evaluation Body (paragraphs 26 to 31 of the Operational Directives), or as a member of the Consultative Body (between 2012 and 2014)? If so, please indicate the period.

Not to exceed 100 words

ArteSol has not yet had the opportunity to act as a member of the Advisory Body or Evaluation Body of the ICH Convention.

D.3 *In what way(s) has your organization provided advisory services to the Committee (paragraph 96 of the Operational Directives) or in what way(s) do you foresee that it might provide such services in the future?*

Not to exceed 500 words

In the ICH-08-2015 report, we stated that Artesol collaborated with the consolidation of the ICH Forum and has, ever since, been ready and willing to become more efficient in collaborating with the IGC. In this report, we restated that our will and technical capability to collaborate with other NGOs and institutions responsible for the implementation of the Convention in other countries prevail. This includes the production of inventories, elaboration of plans of action for the safeguarding in our field of expertise, sharing our experience in the consolidation of local associations that possess ICH and the implementation of fair trade practices. We also maintain our belief that sharing intellectual and practical experiences constructed with traditional communities that have ICH, states, and administrative bodies of the Convention would help to improve policies for safeguarding in other countries, as well as Operational Guidelines currently adopted by the IGC. Such collaboration would be highly fruitful for Artesol, once it would expand our comprehension of the Convention's operational interpretations, as well as our familiarity with the constant jurisprudence accumulated over the years by the Committee. This exchange of experiences and learnings with state agents and other interested parties on a global level would, undoubtedly, improve our work and benefit the Brazilian art craft communities that are part of our support network.

E. Capacities of your organization to evaluate nominations, proposals and requests (paragraphs 27 and 96 of the Operational Directives):

E.1. *Nominations, proposals and requests are available for evaluation only in English or French. Do members of your organization or your staff have a very good command of English or French? If so, please indicate which language(s) and the number of those members or staff.*

Not to exceed 250 words

Even though our native language is Portuguese, most of our associates have an academic degree professional experience and excellent language skills. In addition to them, our consultants also have such competence. Not all of them accompanied the implementation of the Convention closely, so we must highlight that the efficacy of their collaboration would depend on their familiarity with the order of work topics to provide consulting services to the ICG.

E.2. *Does your organization have experience in working across several intangible cultural heritage domains? Please describe your experiences.*

Not to exceed 250 words

The answer to this item is not different from the one presented in the ICH-08-2019 report. Artesol is specialized in the ICH domain referred to by the Convention as traditional art craft and in doing so, aims at a holistic and contextual approach for every one of its projects, including information on the socio environmental context in which the artisan's activities are performed. We reaffirm that our approach takes into account the fact that art craft is intrinsically linked to other domains of social life, such as dramatic arts, rituals, and festive events (for instance, Bumba Meu Boi, Viola de Cocho), social practices (concerning kinship, gender, age, political, and local economic relations), as well as knowledge on nature and universe (cosmology and environmental resources management). Artesol's main objectives continue to be improving the quality of life of artisans and their families and their access to citizenship rights. In some cases, initiatives for safeguarding the Immaterial Cultural Heritage have been coordinated alongside socioeconomic development programs on regional and local levels. This experience has enabled Artesol to provide specialized consultancy for projects that align the safeguard of cultural heritage, sustainable development and training related to fair trade, elaboration of safeguarding plans, and associativism. Furthermore, it can also yield parameters to assist in the evaluation of periodical reports submitted to IGC by the states and other CSOs.

E.3. *Describe the experience of your organization in evaluating and analysing documents such as proposals or applications.*

Not to exceed 250 words

In order to elaborate diagnoses, create technical support programs and structure public policies, different agencies that deal with handicrafts request the collaboration of Artesol, which constantly analyzes and contributes with information, data and suggestions based on its work experience all over the country.

This is the case, for example, of the National Culture Plan, the Conceptual Base for Brazilian Handcrafts and the recent diagnosis of the sector, a Brazilian government initiative conducted by the Federal University of Minas Gerais. Artesol made connections, followed up and provided information, focusing on aspects such as: recognition and appreciation of handicrafts, creation and production, training, data organization and dissemination of knowledge, expansion and strengthening of markets, among other strategic issues for the safeguard of the Intangible Cultural Heritage. Members of its technical team and consultants are fully qualified for this type of task, having vast experience in working with craft communities and in public and private organizations that support and promote the sector.

E.4. Does your organization have experience in drafting synthetic texts in English or French? Please describe your experience and indicate in which language(s) and the number of those members or staff.

Not to exceed 250 words

The English language is frequently used by Artesol for articulation with foreign institutions, as well as for the production of works, documents and international events. Among its members, management and technical team, there are members who are fluent in English, so that the organization is able to follow works in this language.

E.5. Does your organization have experience in working at the international level or the capacity to apply local experience to an international context? Please describe such experience.

Not to exceed 250 words

Our practice embraces a great part of the national territory, where we work in 25 out of the 27 Brazilian states. We work on the field of traditional art craft and popular culture, which is alive and constantly renewing itself through experiences, worldviews, and the artisans' hands, with or without external support. Throughout this work, we have faced many structural challenges, common to developing countries and deal all the time with the disadvantaged conditions in which practitioners live, making our actions even more necessary to the safeguarding of ICH. The social technology developed by Artesol aims to provide a creative use, socially efficient and sustainable of the resources found in each artisanal community, strengthening the way the social appropriation of the traditions occurs, promoting social, material, and human change. Such vision goes beyond the requalification of artisanal products. It aims at recovering the work's memory, the execution quality of the technique and the development of social capital. With this experience, we are capable of applying our social technology in an international context, particularly in developing nations, under democratic conditions for its implementation, once our technology includes fair trade practices, strengthening of civil society, cultural communities, and all the mediator subjects involved in the process. The basic conditions for the efficacy of safeguarding are: strengthening and respect of the civil society's organization's autonomy; dynamics of public-private partnership articulation as well as the tertiary sector; capacity to mobilize volunteer contributions of financial support, talent, and work.

F. Membership in the ICH NGO Forum

Indicate below whether your organization wishes to (continue to) be part of the ICH NGO Forum. Please note that membership is contingent upon the decision of the Committee to maintain the accreditation of your organization.

For more information on the ICH NGO Forum and its activities, please see: <https://ich.unesco.org/en/ngo-forums-00422>.

☒ Yes

☐ No

G. Signature

The report must include the name and signature of the person empowered to sign it on behalf of your organization.

Name: *Sonia Cristina Redher Quintella Carvalho*

Title: *President of the Board*

Date: *February 24, 2023*

Signature:

A handwritten signature in blue ink, appearing to read 'Hannik', is written over a light blue horizontal line.