ichLinks
Building an Integrated ICH Information-Sharing Platform in the Asia-Pacific Region

Project Outline

- **Title:** ichLinks, Building an Integrated ICH Information-Sharing Platform Project
- **Duration:** from 2020 - continue (long-term project)
- **Main Activities:** developing the ichLinks system and share the ICH-related information through the ichLinks with the participating members

Background

The International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the auspices of UNESCO (ICHAP) is a UNESCO Category 2 Centre established in 2011 in the Republic of Korea.

Our primary role is to safeguard intangible cultural heritage (ICH) through the key functions: information and networking. In light of this, we have been developing and supporting projects and activities directed toward safeguarding ICH in the Asia-Pacific, to enhance the information sharing and network building.

Through many years of running projects and activities, ICHCAP has recognized the need for an integrated online platform where Member States can share their ICH information and resources through a common space.

Objectives

This project is to build an integrated online platform, ichLinks, to collect, share, and utilize the ICH information and contents among the Asia-Pacific Member States. The online platform’s activation will lead to creating offline networks and events using the shared ICH content.
What is ichLinks?

ichLinks is an online platform that hosts a wide range of ICH information and contents shared by and with Asia-Pacific Partner Organizations, with enhanced information search, browse, and management features. Anyone interested in ICH such as researchers, practitioners, and policymakers can easily locate ICH information and content shared through the ichLinks. They can also use ICH information and content to promote their cultural heritage and create socio-economic opportunities.

Roles and Responsibilities

Key actors and stakeholders indicated below shall assume the following roles and responsibilities within the framework of ichLinks.

- **ICHCAP** shall assume the following roles and responsibilities.
  - Develop and operate the ichLinks system
  - Invite and designate Partner Organizations
  - Provide technical and financial supports to the Partner Organizations
  - Develop and apply the database linking system with the Partner Organizations
  - Provide personnel training on the operation of ichLinks system
  - Develop new ICH contents and share on the ichLinks

- **Partner Organizations** shall be, in principle, a single organization in charge of collecting and maintaining ICH information in each Member State. They shall represent and serve as a channel of communication between ICHCAP and their Member States by implementing the follows.
  - Provide ICH information and contents to be shared on ichLinks
  - Develop ICH digital contents and upload them on ichLinks
  - Operate ICH programs and events using the shared data on ichLinks
  - Perform networking activities with other Partner Organizations through the ichLinks

- **Executive Committee** will be made up of the representatives of Partner Organizations when the project expands, and more Partner Organizations are participating. The roles of the Executive Committee are as follows.
  - Deliberate on matters necessary for the efficient operation of ichLinks
  - Make suggestions for the improvement of ichLinks system
  - Seek countermeasures against system errors
  - Submit opinions regarding Partner Organization undesignation
Benefits for Partner Organizations

▪ **Promote your ICH elements, publications, and related events**
  The ichLinks will be a common space where you can promote your ICH elements, publications, and related events to the worldwide audience. You can share any kind of promotional videos, photos, or audios related to your ICH, which help the audience better understand and enjoy your ICH. You can also promote any kind of ICH news and events, such as festivals, performances, exhibitions, and international conferences, where people can get involved.

▪ **Easily get the ICH-related information of other countries in the Asia-Pacific**
  You can access to the ICH stakeholder's information, such as contact information of the list of government, experts, researchers, NGOs, institutions, or practitioners in the Asia-Pacific region. This will only be opened to the ichLinks members. You can also freely access and download the photos, videos, publications that other Partner Organizations have shared.

▪ **Build networks with other Partner Organizations**
  The sharing of online contents can create a new network. The exchange of academic information and experts can lead to academic conferences and seminars where people from related fields gather to share ideas and knowledge. You can also communicate with other partners through ichLinks and develop collaborative projects together.

▪ **Boom up the ICH-related market in your country**
  You can use the ichLinks platform to boom up the ICH market in your country. For example, you can promote your countries' ICH-related tourism area, which will lead to more people interested and visit the place. You can also improve your traditional craftsmanship and introduce a website where people can buy them so the communities can get the economic benefits.

**ICHCAP’s Supports**

ICHCAP may provide various supports for each partner's needs as follows. The details for supports will be discussed with the Partner Organization when they are designated.

▪ **Purchasing necessary equipment and system**

▪ **Financial support for personnel expenses**

▪ **Training for IT personnel**

▪ **Co-development of ICH digital contents**

▪ **Support for organizing local ICH events**
2020 – 2021 Expected Schedule

- Designate the Partner Organizations: July 2020
- Sign MOU with the Partner Organizations: August 2020
- Request sample data to the Partner Organizations: August 2020
- Receive applications for support: September 2020
- Sign contract and budget support: September – October 2020
- Receive the sample data from Partner Organizations: November 2020
- Edit and upload the sample data on the ichLinks: December 2020
- ICHCAP’s ICH data migration to ichLinks: September – December 2020
- Specially curated contents are uploaded on ichLinks: December 2020
- Data correction and technical troubleshooting: January – March 2021
- Prototype of ichLinks are launched: March 2021
- ichLinks launching ceremony: April – June 2021 (by each country)
- ichLinks Executive Committee is organized and first meeting: September 2021
Target Information

Information on country-specific ICH elements including their photographs, videos, audio files, and descriptions

Academic resources on ICH including related books, papers, reports, proceedings, etc.

Information on ICH stakeholders including government agencies, professional institutions, NGOs, experts, etc.

ICH-related events and news including festivals, performances, exhibitions, academic conferences, seminars, related news, etc.

Sample contents to be curated on ichLinks

Service page example 1
Service page example for ICH elements

Service page example for publications
Service page example for ICH stakeholders

Service page example for news and events
Service page example for special featured 1

ICH elements featured in ethno-films are introduced with their socio-cultural context

Service page example for special featured 2

Various ethnic groups' cultural elements are vividly introduced to show rich cultural diversity

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