



CONTRIBUTION OF INTANGIBLE CULTURAL HERITAGE TO SUSTAINABLE DEVELOPMENT



Organització de les Nacions
Unides per a l'Educació,
la Ciència i la Cultura

CENTRE UNESCO DE CATALUNYA
UNESCOCAT

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Generalitat de Catalunya
Departament de Cultura
**Centre de Promoció
de la Cultura Popular
i Tradicional Catalana**





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1. TRADITIONS AND ORAL EXPRESSION

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	ENVIRONMENTAL DIMENSION	SOCIAL DIMENSION	ECONOMIC DIMENSION
LEGENDS	Legends spread greater understanding of the places where they are set and of their themes. This knowledge of the local area can contribute to a heightened personal awareness of the natural environment and, in turn, may indirectly result in desire to preserve it.	Oral traditions and expressions, because they are passed on verbally within a small area, give the local population a sense of belonging. This sense of collective identity, contributes to improving social cohesion among the inhabitants. Education, whether formal or informal, is an excellent opportunity to introduce and keep alive many of these elements of local culture, such as legends, riddles and local vocabulary. The oral communication of these traditions creates a link between the speaker and the listener and leads to an intergenerational dialogue based on the authority and experience of older people. From such oral traditions a respect for old age may be derived.	Legends, sayings, riddles, local vocabulary and beliefs can be primary materials from which to develop products and services. They can form the basis for books, publications or tourist routes, as well as being the object of theatre productions. These products can be aimed towards both the local population and outside consumers; in this way a high quality, cultural tourism would be promoted.
SAYINGS	Sayings increase understanding of a territory because they refer to agricultural activity, to meteorology, to the local peoples and to the calendar year. In the same way as with legends, any understanding of the environment through personal awareness can sow the seeds of conservation. Some sayings make reference to agricultural practices adapted to the climatological and geographical demands of the environment.		
RIDDLES	Riddles are fun way of finding out about the environment.		
AUTOCHTHONOUS VOCABULARY	A large part of this vocabulary reflects biodiversity of the region because it refers to indigenous species or those with a specific use, as well as to geography, for example, through the use of toponyms. The use of this tailored, local vocabulary encourages ownership and therefore promotes the safeguarding of these terms.		
BELIEFS			



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2. PERFORMING ARTS

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	ENVIRONMENTAL DIMENSION	SOCIAL DIMENSION	ECONOMIC DIMENSION
MUSIC, SONG AND DANCE	Through their lyrics, popular songs spread understanding about the environment. Any increase in understanding, in the same way as with oral expression, can contribute to collective awareness of the natural environment and therefore help to preserve the surroundings.	The main contribution of such activities within the community is to allow both individual and community expression in a fun and cheerful way: the culture of leisure. Usually practiced in groups, the performing arts encourage people to meet in a particular place and this in itself leads to dialogue and debate. These activities are usually non-competitive which facilitates and promotes active participation by creating empathy between participants and so strengthens social cohesion within the local population. The performing arts include activities for all age groups, with games aimed mostly at children but not exclusively, and sports aimed at children, adolescents and adults. Other performing arts, such as music, dance and theatre, welcome all ages within the same activity, thus improving intergenerational dialogue and community spirit. All of these pursuits encourage artistic expression, body language, teamwork, personal health, better quality of life and respect for the environment, to name but a few. The incorporation of song and dance into school activities, along with sports and traditional games, safeguards and strengthens identification with the local culture.	When performing arts are able to attract cultural tourism this will provide a source of income for the local population involved in the services sector. Visits to a specific attraction can generate interest in visiting other places and thus brings economic benefits to the whole of the services sector. This type of tourism will be respectful of the natural and cultural environment, since this is the main aim of such visits.
GAMES AND TRADITIONAL SPORTS	Practising activities in the open air leads to an implicit respect of the space in which you carry them out. Nevertheless, it is important to assess the impact of these activities on the environment, as they can be positive or negative, in the sense that they may jeopardise the right of future generations to enjoy this space.		
THEATRE			



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3. SOCIAL PRACTICES, RITUALS AND FESTIVE EVENTS

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	ENVIRONMENTAL DIMENSION	SOCIAL DIMENSION	ECONOMIC DIMENSION
FESTIVALS, FAIRS AND GATHERINGS	They have a clear link with the local area because they strengthen the collective awareness of belonging. Some of these festivals and fairs have natural heritage at their heart and so conserving the environment is important to ensure that these events continue.	Festivals, fairs and gatherings maintain and reproduce links that unify members of society, strengthening the cohesion of the group. They are an opportunity for the local community heritage to be visible and to improve community awareness. A meeting place promotes social cohesion and provides an opportunity to exchange opinions and resources, building links between people and their activities. Gatherings are a form of festive appropriation in a communal place. Active participation of the local community is encouraged and discussion about its own development ensues.	Celebrations and gatherings, as is the case with performing arts, can generate a cultural tourism which stimulates the whole services sector of the area. Fairs strengthen the commercialization of local products, allowing the products of Montseny to become known to a wider audience (for example, the production of honey and cheeses, chestnuts, wild mushrooms and wine production, amongst others). The primary and secondary sectors of the local population are also bolstered, as their activities are given economic viability. They represent an area which promotes traditional activities and trades, and which therefore contributes to their viability.
TRADITIONAL FORMS OF POLITICAL, ECONOMIC, JURIDICAL AND SOCIAL ORGANISATION	The cultural features of a particular place show the relationship between the population and the environment. With regard to ways of organising the local population, the decision-making process reflects the local reality. The irrigation committees, for example, represent a way of organising to make sure the use of water is sustainable, enabling future generations to benefit from this resource.	These are groups with a high level of active participation. Certain of these organisations share objectives within the different sectors leading to an improvement in dialogue between the different sectors about their own development and also helps facilitate the definition of criteria for the allocation of resources. This reliance on its resources strengthens the autonomy of individuals and the empowerment of society. The teamwork that is required promotes a space of collective knowledge, debate and dialogue that leads to a greater solidarity within society.	As we are dealing with very local organizations which in some cases, possess only limited resources, it is important that we bear in mind two types of economic benefit: those which derive from the use of a specific resource, and those which might be obtained from any activities which take place. These benefits will feed directly into the local population. One example are the local markets which promote nearby production and trade, thus avoiding transport and reducing intermediaries, leaving all the profit for the local area.
ORAL MEMORY	Understanding and identification with past events can contribute to creating a desire to protect a place. For example, the understanding of a serious forest fire and its consequences has led to preventive measures and an increased general understanding of the importance thereof. Oral memory also helps to preserve an area in the same way as recognising the link between this place and a historical event.	The recollection and broadcasting of some of the important events of the region bring knowledge and collective reflection on the causes and consequences of certain events. This can help strengthen the sense of identity and belonging to a particular region. It also helps to improve intergenerational dialogue, as facts are passed down from old to young.	This can be the primary material from which products or services deriving from this local knowledge is developed. These could include books, tourist routes or theatre productions. In this case, the products would go directly to outside consumers, so that they are able to learn about the cultural memory of the area, and also to the local population so that this knowledge is not lost.



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4. KNOWLEDGE AND PRACTICES CONCERNING NATURE AND THE UNIVERSE

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	ENVIRONMENTAL DIMENSION	SOCIAL DIMENSION	ECONOMIC DIMENSION
KNOWLEDGE RELATED TO FOOD	<p>Cooking and food are constantly changing due to the influence of external products that enrich the diet, but it is important to use local produce as far as possible. The cultural factors of a society determine the relationship of this society with food. The use of local produce promotes sustainability as it avoids transport, storage and intermediaries and so the environmental costs that these activities create. If alimentary tendencies are based on local produce, it means that without doubt future generations will be able to continue with them. Nevertheless, it is important to establish protective measures to safeguard the local agro-biodiversity, in particular by valorising an understanding of local varieties that are threatened, or in danger of dying out.</p>	<p>Often knowledge related to food is shared collectively. Different sections of the population have knowledge of one element or another. Synergy occurs between different people interested in the topic and results in strengthened social cohesion and dialogue. Use of local produce promotes individual choice with regard to consumption and health. The sharing of such knowledge within the family encourages intergenerational dialogue. Through the distribution of this food the dialogue between the rural and the urban spheres can be improved. Hence educational resources can be developed based upon a balanced diet, care of the environment and the improvement and appreciation of rural areas, among others.</p>	<p>Seasonal, locally-produced cuisine can allow for a high quality gastronomic tourism. Moreover, it would stimulate the catering sector and those involved in environmental and cultural tourism. The economic benefits would be mainly destined towards the catering sector, but also would reach agricultural and livestock producers, huntsmen, collectors, and the whole web of services associated with tourism.</p>
KNOWLEDGE AND PRACTICES ON THE ENVIRONMENT	<p>The local knowledge and practices on the environment are mainly related to agriculture, livestock and forestry activities. The sustainable practice of these activities, based on the carrying capacity of ecosystems, can provide the generation and maintenance of the landscape in the typical local agroforestry mosaic. This type of landscape, varied and intermittent decreases the vulnerability against large disturbances, benefits biodiversity, helps to the regulation of water basins and maintains forests as carbon sinks, among other environmental services. These practices ensure that future generations can enjoy the natural resources necessary to live a decent standard of living. We must ensure, however, that these activities are maintained in a sustainable manner.</p>	<p>The personal freedom to participate in family and group settings enhances the autonomy of individuals. It enables the foundations to be laid for the establishment of family groups dedicated to the primary activity in the countryside, and thus maintains the local community, slowing population decline in rural areas. The local population is empowered through its control of resources. Promotion of specific training among the population helps to generate employment in the primary sector. In addition quality of life is enhanced through leisure, traditional medicine and the appreciation of culture and landscape, which also creates a feeling of well-being. There is also the potential for environmental education within the rural locality, through which the relationship that has evolved over time between the community, its socio-economic system and the local landscape can be experienced and observed.</p>	<p>Understanding of the environment and of countryside preservation is the fundamental purpose of nature-based tourism. The responsible use of natural resources will in time, bring sustainable economic development for local producers. Furthermore, production which is based on traditional, natural methods carries a level of quality which increases the value of the products. Local commercialization of both fresh and manufactured products will give economic viability to those people involved in their production.</p>



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5. TRADITIONAL CRAFTSMANSHIP

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	ENVIRONMENTAL DIMENSION	SOCIAL DIMENSION	ECONOMIC DIMENSION
TRADITIONAL CRAFT TECHNIQUES	<p>As a general rule, traditional crafts make use of the principal local materials. They tend to involve only small scale production, which means that they do not overexploit resources. The desire to obtain these materials of a high quality also implies the preservation of the environment where they are found. This behaviour guarantees that future generations will have access to these resources.</p>	<p>The ability to live and work in the same place permits an extension of individual freedom and a sense of achievement. It instils a sense of belonging within the artisan population and enables the establishment of families who become devoted to such activities. The passing on of these artisanal skills creates a link between the different generations who work there, and provides an opportunity for younger generations to earn a living.</p>	<p>In the age of technology in which we currently live, the art of rediscovering traditional trades is that which gives value to homemade produce. The commercialization of this type of product can bring a source of income to the community involved in its production. If the primary materials are also locally sourced this brings economic viability to the population involved in the extraction/production of the primary materials, meaning that all of the added value would benefit the local population.</p>



The boxes above aimed at presenting visually the contribution of intangible cultural heritage for sustainable development with a view to enabling the definition of concrete actions related to the items of the inventory.

Although it is not the objective of the project, since that is the task of the management body of the biosphere reserves, the few examples below could be developed further in order to progress towards sustainable development of the territory:

➔ **To create the “Montseny Biosphere Reserve” brand**

The creation of the “Montseny Biosphere Reserve” brand would ensure that products and services associated with the brand have been produced in the reserve with guarantees of sustainability, as regards the extraction and use of resources and the production process. This fact would undoubtedly enhance the marketing of these products in a framework of respect for the environment and the well-being of people.

The goal of establishing a “Biosphere Reserve” brand is in full agreement with the main objectives of the European Charter for Sustainable Tourism, namely:

- To foster economic activities of the reserve
- To contribute to the sustainable development of the reserve
- To create an entrepreneurial culture with social and environmental responsibility
- To protect and value natural and cultural heritage
- To strengthen local identity and social cohesion

➔ **To study proposals** for the maintenance of the environment and landscape, such as land stewardship agreements or the establishment of measures of economic compensation based on the philosophy of Agrarian Contracts of the Biosphere Reserve Menorca, through which financial supports is given to sustainable farms.

➔ **To develop products** to promote the intangible cultural heritage, both among locals and visitors, for example, creating the Calendar of Montseny, including the festive, lunar and agricultural calendar (linking it with sayings, legends and beliefs related to the agricultural sphere and the lunar phases).

➔ **To incorporate**, both in formal and non formal education, **knowledge** about legends, songs, dances, traditional games, theatre...

➔ **To promote training for adults** on traditional knowledge and practices in agriculture, livestock and forestry, as well as specific training in traditional trades to boost local employment and revive the sector.

➔ **To promote education among the local population** on the biosphere reserve and its role in promoting sustainable development.

➔ **To strengthen networks** of producers and agricultural trade fairs among locals in order to exchange and / or share indigenous seeds, machinery, tools, etc.. and help to protect the local agrobiodiversity, especially endangered varieties, avoiding the loss of knowledge associated with local varieties.

➔ **To recover traditional crafts** such as baskets craft, using a local resource, osier willows, and promoting its marketing in the territory.

➔ **To promote the exchange** of knowledge and practices about the territory amongst the local population of Montseny (students, producers, artisans, farmers, etc.) and share it with other biosphere reserves, particularly those with which Montseny is twinned.