

“Celebration of Our Living Culture”

PROSPECTUS

The Asia/Pacific Cultural Centre for UNESCO (ACCU) is a non-profit organisation established in 1971 in line with UNESCO's basic principles. With the active participation of the UNESCO Member States in Asia and the Pacific, ACCU implements regional cooperative programmes reflecting local need in the fields of culture, education, and personnel exchange in relation to UNESCO's priority activity areas.

1. BACKGROUND

Education for Sustainable Development (ESD) is an educational initiative that emphasises the importance of values and practices necessary to realise a sustainable society for present and future generations. UNESCO is the lead agency of the United Nations Decade for ESD (DESD: 2005 – 2014), and adopted by the UN General Assembly.

ESD is an interdisciplinary concept covering social, environmental, and economic issues, all of which are underlined by culture.

In its effort to contribute to the promotion of ESD and DESD, ACCU organises the ACCU Asia-Pacific ESD Photo Message Contest for the purpose of providing more people with the opportunity to discuss sustainable future in their own words. This time, ACCU widely calls for entries, each consisting of a photograph and a message, in line with the theme of intangible cultural heritage in the light of culture as an underlying sphere of three pillars of ESD.

2. OBJECTIVES

The objectives of this project are:

- (1) to collect and transmit those elements which should be passed on to the current and coming generations, in the form of information with photographs and words, through ESD.
- (2) to familiarise the public with the concept of ESD and contribute to DESD by organising the contest and the international traveling photo exhibition that follows, which are the programmes for enabling further comprehension of ESD in an approachable and plain way.
- (3) to discover cultural diversity through intangible cultural heritage, such as festive events, craftsmanship, performing arts, oral traditions and cultural spaces, and to promote mutual understanding and the spirit of coexistence.
- (4) to organise an international traveling exhibition of prize-winning works and to produce the ESD Photo Message Book and the ESD Photo Message Website and other publications as learning materials for promoting international understanding.
- (5) to contribute to DESD by developing the network and partnership of ACCU.

Letters to Tomorrow 2007

3. ORGANISERS

Organised by: Asia/Pacific Cultural Centre for UNESCO (ACCU)

In cooperation with (to be confirmed): United Nations Environment Programme (UNEP), United Nations University (UNU), United Nations University - Institute of Advanced Studies (UNU-IAS), Asia-Pacific Centre of Education for International Understanding (APCEIU), Asian South Pacific Bureau of Adult Education (ASPBAE), Dhaka Ahsania Mission (DAM), Thailand Environment Institute (TEI), TVE Asia Pacific (TVEAP), The University of the South Pacific (USP), Japanese National Commission for UNESCO, Ministry of Foreign Affairs of Japan, Agency for Cultural Affairs of Japan, Nihon Keizai Shimbun Inc., NHK, Japan Professional Photographers Society, Ueno Royal Museum, Japan International Cooperation Agency (JICA), National Research Institute for Cultural Properties (Japan), National Museum of Ethnology (Japan), National Federation of UNESCO Associations in Japan (NFUAJ), Japan Council on the UN Decade of Education for Sustainable Development (ESD-J), Japan NGO Network for Education (JNNE)

4. THEME

Letters to Tomorrow 2007: **“Celebration of Our Living Culture”**

As entries, ACCU calls for photographs of people who are engaged in Intangible Cultural Heritage (ICH), i.e. traditional music, theatre and dance, folklore and legend, social practices, rituals and festive events, traditional handicrafts such as wood carving, dyeing and weaving, and cultural spaces such as places for prayers, rituals and gathering, together with messages in entrants’ own words.

Photographs which depict solely tangible cultural heritage, e.g. historical buildings and archeological sites, will not be acceptable.

* The Convention for the Safeguarding of the Intangible Cultural Heritage was adopted by the General Conference of UNESCO in 2003, and actions are being taken for safeguarding and transmitting ICH in the international framework. ACCU is making a vital contribution to the implementation of the Convention as well as to the safeguarding of ICH by organising workshops and developing learning materials.

ACCU plans to organise the following contests.

Letters to Tomorrow 2009: “Water and Life on PLANET EARTH”

Letters to Tomorrow 2011: “Joy of Learning and Communicating”

5. SCHEDULE

Call for Entries: Monday, 10 September 2007 – Saturday, 5 January 2008

Preliminary Selection: late January 2008

International Jury Meeting: late February 2008

ACCU Asia-Pacific ESD Photo Message Contest

Letters to Tomorrow 2007

Exhibition of Prize-Winning Works: Tuesday, 29 April 2008-Monday, 19 May 2008 (provisional)

(Venue: Ueno Royal Museum)

International Traveling Exhibitions: May 2008 onwards

6. CONDITIONS OF ENTRY

- (1) Photographs must be taken by nationals at any age of the following Countries participating in ACCU Programme Activities.

44 Participating Countries (in alphabetical order)

Afghanistan, Australia, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, Cook Islands, Fiji, India, Indonesia, Iran, Japan, Kazakhstan, Kiribati, Kyrgyzstan, Lao P.D.R., Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Zealand, Niue, Pakistan, Palau, Papua New Guinea, Philippines, P.R.China, Republic of Korea, Samoa, Solomon Islands, Sri Lanka, Tajikistan, Thailand, Timor-Leste, Tonga, Turkmenistan, Tuvalu, Uzbekistan, Vanuatu, Viet Nam

- (2) Entries should be limited to **two per entrant**. Each entry must consist of a photograph and a text (approx. 100 English words) in line with the theme “**Celebration of Our Living Culture**”. Entries should be made basically in English, but titles and messages written in languages listed below will also be acceptable.

Bengali, Chinese, Filipino, Hindi, Indonesian, Japanese, Khmer, Korean, Lao, Malay, Mongolian, Myanmar, Nepalese, Persian, Russian, Sinhalese, Tamil, Thai, Urdu, Vietnamese

7. SELECTION AND PRIZES

80 entries will be selected as follows in the international jury meeting which will be held in February 2008.

Grands Prix (3 entries) (*Prize of the Chairperson of the Japanese National Commission for UNESCO, Prize of the President of ACCU, Murata Memorial Prize*): a certificate, a plaque, US\$1,000, ESD Photo Message Book

Prizes for Excellence (12 entries): a certificate, US\$ 200, ESD Photo Message Book

Runners-up (65 entries): a certificate, ESD Photo Message Book

8. CORRESPONDENCE

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