



# THE HIPAMS TOOLKIT

Community planning for sustainable  
development through intangible cultural heritage

**HIPAMS / Heritage Sensitive Intellectual  
Property and Marketing Strategies**



Part 1

# INTRODUCTION

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# Community planning for sustainable development through intangible cultural heritage

- Heritage knowledge and skills (known as intangible cultural heritage, or ICH) , such as traditional crafts, cooking skills, dance, poetry or songs, can be used to generate income.
- Many communities wish to use their heritage skills and knowledge to support local livelihoods as well as maintain identity and meaning. This can support the Sustainable Development Goals under Agenda 2030, for social, cultural, environmental and economic empowerment of communities.
- This toolkit aims to help communities who want to promote their heritage products and services in the market. It will be most helpful to those who have already entered the market and wish to refine their approach. It offers some ideas that can be used to maximise benefits and mitigate risks, for example around over-commercialization.





Baul artist Pradyut Bala performing at Tepantar. Photo: Charlotte Waelde 2018

# About this toolkit

- The toolkit aims to help communities earn income from their heritage in a sustainable and equitable way while maintaining its viability
- One of the approaches communities may find useful is the creation of HIPAMS: heritage-sensitive intellectual property and marketing strategies.
- Communities, NGOs and other stakeholders can use the toolkit to help them refine their sustainable development strategies.

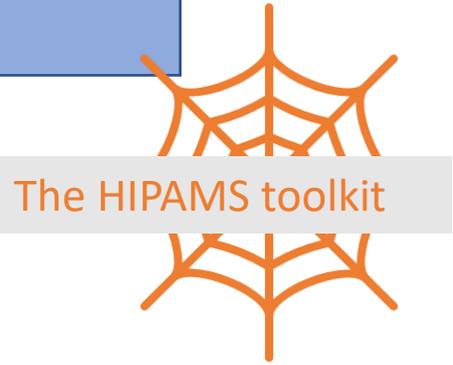
# The HIPAMS toolkit fills a gap in current training provision

## Heritage safeguarding training

Highlights ways of developing community strategies for maintaining heritage viability, not necessarily also exploring ways of using the heritage knowledge and skills for promoting livelihoods.

## Creative industries training

Highlights ways of maximising income in individual business strategies for creative industries, not necessarily considering needs of safeguarding the underlying heritage skills and knowledge in the community.



The HIPAMS toolkit

## Intellectual Property rights training

Highlights ways of protecting IP rights associated with specific products and services, sometimes focused on traditional knowledge and traditional cultural expressions, not necessarily on how this can help sustain the heritage knowledge and skills behind these expressions.

# What is in the toolkit?



PART 1:  
INTRODUCTION



PART 2: SUSTAINABLE  
DEVELOPMENT  
THROUGH INTANGIBLE  
CULTURAL HERITAGE



PART 3: DEVELOPING  
HIPAMS – AN INDIAN  
CASE STUDY



PART 4: RESOURCES



PART 5: HERITAGE-  
SENSITIVE  
STORYTELLING



# Where does the toolkit come from?

- The toolkit was co-created as part of a project funded by the British Academy (UK) involving three artist communities in West Bengal, India, a non-profit organization (Contact Base) and a team of researchers from Italy, France and the UK.
- This toolkit draws on the Art for Life approach, supported by UNESCO & implemented by Contact Base, supporting the maintenance of culture-based livelihoods among traditional artists communities in West Bengal and other regions in India.
- The toolkit draws from work on a Creative Spark programme in Kyrgyzstan, funded by the British Council and other projects, such as AlpFoodway, an EU-funded interregional project in the European Alps, that aims to propose a sustainable development model for the Alpine region based on the safeguarding and promotion of local heritage foodways.



Scrolls created for the project by artists Manaranjan (Manu) Chitrakar and Swarna Chitrakar. Photo: Banglanatak 2020

# Recommended principles for using the toolkit

- The work should be based on a sustainable **relationship** between bearer communities and any external partners (such as NGOs or researchers), based on free, prior and informed consent of communities and the artists involved.
- All participants should take on the **responsibility** to observe professional ethics, human rights and other relevant customary traditional principles.
- External partners should **respect** the voices and values of bearer communities and the artists involved
- Activities should raise awareness of, and support the exercise of, bearer community and artist **rights**.
- Work on HIPAMS strategies should be **relevant** to local concerns and needs, and **responsive** to changing conditions.
- Work on HIPAMS strategies should provide **reciprocal** benefits to bearer communities and artists, as well as external partners, where relevant.

Note: List inspired by the work of Prof Bagele Chilisa, Kenya and the Ethical Principles of the Intangible Heritage Convention, <https://ich.unesco.org/en/ethics-and-ich-00866>

# Attribution and acknowledgments

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- Toolkit authors are Harriet Deacon, Ananya Bhattacharya, Rajat Nath, Anindita Patra, Diego Rinallo, June Taboroff, Benedetta Ubertazzi, and Charlotte Waelde.
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