



ACCUC

Asia/Pacific Cultural Centre for UNESCO

Japan Publishers Building, 6 Fukuromachi, Shinjuku-ku, Tokyo 162-8484, Japan
Telephone: +81-3-3269-4435 Facsimile: +81-3-3269-4510
E-mail: general@accu.or.jp URL: http://www.accu.or.jp

S. NO. 1(R)

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Reference: ASE07/30/18

4 October 2007

Subject: ACCUC Asia-Pacific ESD Photo Message Contest "Letters to Tomorrow 2007" and International Traveling Exhibition

Dear Mr. Rameshwar Pal Agrawal,

First of all, I should like to express my sincere appreciation for your continuous cooperation with the Asia/Pacific Cultural Centre for UNESCO (ACCUC).

ACCUC will organise the above-mentioned ESD Photo Message Contest on the theme of "Celebration of Our Living Culture" to contribute to the United Nations Decade of Education for Sustainable Development (UNDESD: 2005-2014). I would like to emphasise that this photo message contest is unique in that it invites wide participation including those without cameras or even literacy skills. It also accepts messages written in 20 languages other than English, in our attempt to link ESD to EFA (Education For All) and UNLD (United Nations Literacy Decade) as well as highlighting cultural sphere of ESD.

In this connection, we would appreciate it very much if you could widely publicise the contest and encourage applications of photographs together with messages concerning intangible cultural heritage, which is also known as "Living Heritage". We believe that your active involvement in kindly informing any potentially concerned people, villages, schools, communities and organisations will greatly contribute to the success of the project. It would be our pleasure to see your organisation motivating people to think about Sustainable Development and take actions by submitting their entries to this contest. In other words, the photo message contest is designed as a process of learning for everyone.

.../

Mr. Rameshwar Pal Agrawal
Indian National Commission for Co-operation with UNESCO
Ministry of Human Resources Development
Department of Education, Room 203
C Wing, Shastri Bhawan, New Delhi, India

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Mrs. Bina

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Should there be any inquiry, please do not hesitate to contact the ESD Photo
Message Contest Secretariat.

Appreciating your cooperation in advance, all my staff members join me in
sending you our best regards.

Yours sincerely,



SATO Kunio
Director-General

- Encl.: 1. Guidelines for Entrants
2. Poster

26. November.2007

Dear Sir/Madam

In October we, Overseas Courier Service Co., Ltd., distributed parcels containing leaflets, posters and a letter (Ref:ASE07/30/18) prepared by Asia/Pacific Cultural Centre for UNESCO (ACCU) to involved parties in various countries, as its sending agent. Each letter enclosed in those parcels was addressed for the attention of a particular person.

However, according to the shipper's information, some addressees have received the wrong letters. Judging from the situation, we regret to say we must have mixed up those letters by mistake.

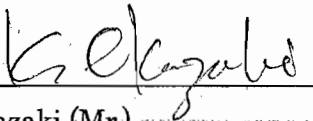
We humbly apologize for our inexcusable mistake, which has caused such a severe delay to the new photograph contest, leaving only a short period before the deadline, and we will send replacement packages with letters for the attention of the correct addressees immediately.

We beg you to accept our humble and sincere apologies.

Overseas Courier Service Co., Ltd

Sales Dept.

Manager



Keizo Okazaki (Mr.)

16695/JS(INC)/07

19/12



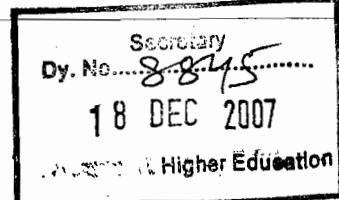
Asia/Pacific Cultural Centre for UNESCO

Japan Publishers Building, 6 Fukuromachi, Shinjuku-ku, Tokyo 162-8484, Japan
Telephone: +81-3-3269-4435 Facsimile: +81-3-3269-4510
E-mail: general@accu.or.jp URL: http://www.accu.or.jp

Reference: ASE07/30/29

12 December 2007

**Subject: ACCU Asia-Pacific ESD Photo Message Contest "Letters to
Tomorrow 2007", extension of the Closing Date**



Dear Mr. Agrawal,

First of all, I should like to express my sincere appreciation for your continuous cooperation with the Asia/Pacific Cultural Centre for UNESCO (ACCU).

Following my letter of 4 October 2007, Ref: ASE07/30/18, today I should like to inform you the extension of the closing date on the ESD Photo Message Contest. ACCU is now organising the above-mentioned Contest on the theme of "Celebration of Our Living Culture" to contribute to the United Nations Decade of Education for Sustainable Development (UNDESD: 2005-2014). Due to the accident by carrier, some of our important partners/partner organisations have not received the information of the Contest well in advance of the closing date. To keep the fairness on this regard, we have decided to set new Closing Date to accept entries until Friday, 15 February 2008. We are looking forward to receiving wonderful entries, depicting any aspects of culture, from your country.

Should there be any inquiry, please do not hesitate to contact the ESD Photo Message Contest Secretariat.

Appreciating your cooperation in advance, all my staff members join me in sending you our best regards.

Yours sincerely,

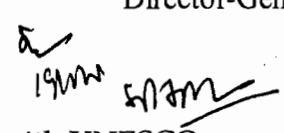

SATO Kunio

Director-General



JSCA1





Mr. Rameshwar Pal Agrawal
Indian National Commission for Co-operation with UNESCO
Ministry of Human Resources Development
Department of Education, Room 203
C Wing, Shastri Bhawan, New Delhi
India

Encl.: 1. Revised Guidelines for Entrants



© Winan Kwandee (Thailand)



© Jayakumar S. (India)



© Rosalie Gwilliam (New Zealand)



© Lee Jae Do (Rep. of Korea)



© Alymkan zoroabaev (Kyrgyz)

ACCU Asia-Pacific ESD Photo Message Contest

Letters to Tomorrow 2007

Theme "Celebration of Our Living Culture"
Closing Date ~~5 January 2008~~ **15 February 2008**



© Huang Caixiang (China)

*What moments in your life do you enjoy most? Which scene in your life do you want to pass onto the future?
 What is the environment like in which you grew up? Who passed down to you what you are proud of now?
 What do you expect the world to be by the end of the next decade or century?
 What do you think the people of the world will value the most then?
 Photographs taken with your own hands and letters written in your own words.
 Why not send them to us as a message for all those who live on this planet and for future generations?
 Let us celebrate your cherished moment and your culture which you wish to pass on to our shared future.*

Please lend your camera to your family, friends, and those whom you love, and show them how to photograph. Please help those who cannot read and write, young and old, to create a message. We are looking forward to your joining us in rediscovering the wisdom, technique and spirit that have been nurtured and passed down in nature and between people, to make a better tomorrow with diverse culture.



Correspondence All correspondence concerning the contest should be addressed to:
 ESD Photo Message Contest Secretariat, Education Division, Asia/Pacific Cultural Centre for UNESCO (ACCU)
 6 Fukuromachi, Shinjuku-ku, Tokyo 162-8484 JAPAN
 Tel: +81-(0)3-3269-4559 Fax: +81-(0)3-3269-4510 E-mail: esd@accu.or.jp
 Website: <http://www.accu.or.jp/esd/photomessage/>

Organised by: Asia/Pacific Cultural Centre for UNESCO (ACCU)
In cooperation with: United Nations Educational, Scientific and Cultural Organization (UNESCO), 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), Centre for Environment Education (CEE), 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 (NFJAJ), Japan Council on the UN Decade of Education for Sustainable Development (ESD-J), Japan NGO Network for Education (JNNE)

ACCU was organising the ACCU Photo Contest in Asia and the Pacific from 1976 to 2002. ACCU received 141,544 entries in total in those 26 years, and has organised international traveling photo exhibitions approximately 200 times. The present contest and the traveling exhibition, in a new framework, is planned to contribute to the United Nations Decade of Education for Sustainable Development (DESD: 2005-2014).

Theme

"Celebration of Our Living Culture"

Look around and find something you wish to pass along to the future - in your family, community or country. As each entry, we call for a photograph of people who transmit living culture, together with a text in your own words.

Please try to depict people who are engaged in 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 those for prayers, rituals and gatherings.

Please select some part of your valuable culture which has been nurtured in nature, and passed from people to people, hand to hand and heart to heart, in other words "Living Heritage" around you, and those people who pass along such living culture, in a spontaneous and natural scene.

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

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"

Closing Date

Entries must reach ACCU no later than

~~Saturday, 5 January 2008.~~

Friday, 15 February 2008.

Prizes

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

Conditions of Entry

(1) Entries should be submitted by nationals of the countries participating in ACCU programme activities. (cf. List of Participating Countries at the end of this guideline.)

(2) You can submit up to two entries. Each entry must consist of a photograph and a text in line with the theme.

(3) Please fill out the Entry Form in English (alphabetic character). If you find it more comfortable to express yourself in any of the languages listed below, titles and texts written in the language will also be acceptable.

Languages to be selected from (titles and texts only)
Length should be equivalent to approx. 100 English words.

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

(4) Good care will be taken by ACCU with regard to the custody of entries, but ACCU will not be responsible for loss or damage in transit.

(5) Entries received by ACCU will not be returned.

Photographs should be:

(1) taken by anyone of any age, in his/hér own country.

(2) independent prints or digital data (No submission via E-mail) in colour and/or monochrome are acceptable. They should not be in a set, in slide form, or composite.

(3) neither larger than 10 x 12 inches (25 x 30 cm) nor smaller than 8 x 10 inches (20 x 25 cm) in independent print. Volume of digital data should be larger than JPEG 500KB. It is recommended that digital images be taken in high-resolution and high-quality.

(4) those that have been taken in the past five years (on or after 1 January 2003).

(5) those which have not previously been awarded any prize in other contests. Also, photographs should be previously unpublished.

Texts should be:

descriptions on the Entry Form of what you wish to convey to those who see your entries for the first time, as concrete as possible so they can understand your message. For example, please describe what you depicted in the photograph, in which respect you are proud of it, which part of it you wish to pass on to the future generations, etc.

Notes

(1) Entries should be submitted with the prescribed Entry Form, completed in block letters. If you submit online, the Entry Form should be attached as digital data when submitting.

(2) In case of any claims or complaints from any person depicted in entered photographs or any copyright holder of the quoted lines in entered texts, such responsibility will remain with you.

Selection/Announcement of Results

(1) Only complete entries (a photograph and a text) accompanied by an appropriate Entry Form each will be subject to the jury meeting.

(2) Selection of winning works will be made by the international jury which will meet in February 2008.

(3) The results of the selection by the jury will be communicated in March/April 2008 directly to the prize-winners.

(4) No announcement of the results of the selection will be made individually if your entry was not selected.

Reproduction of Works

(1) The prize-winning works will be enlarged and mounted on panels for the traveling photo message exhibition to go around countries mainly in Asia and the Pacific at their request.

(2) The prize-winning works will be used in the ESD Photo Message Book and on the ESD Photo Message Website as well as in publications which ACCU produces.

(3) Titles and messages of your entries may be edited for enhanced readability.

(4) ACCU is to be granted the right to use the prize-winning works with a credit line but without royalties. Also, ACCU is to be authorised to permit other bodies to use the prize-winning works with a credit line with or without royalties depending on the case. Copyrights for the prize-winning works are retained by each entrant.

(5) Your personal information will be used within the scope of ACCU's objective of carrying out the contest, i.e. announcement of results, production of the ESD Photo Message Book, shipment of prize articles, etc. ACCU will not disclose your personal information to third parties without your agreement.

Entry Form

ACCU Asia-Pacific ESD Photo Message Contest Letters to Tomorrow 2007

"Celebration of Our Living Culture"

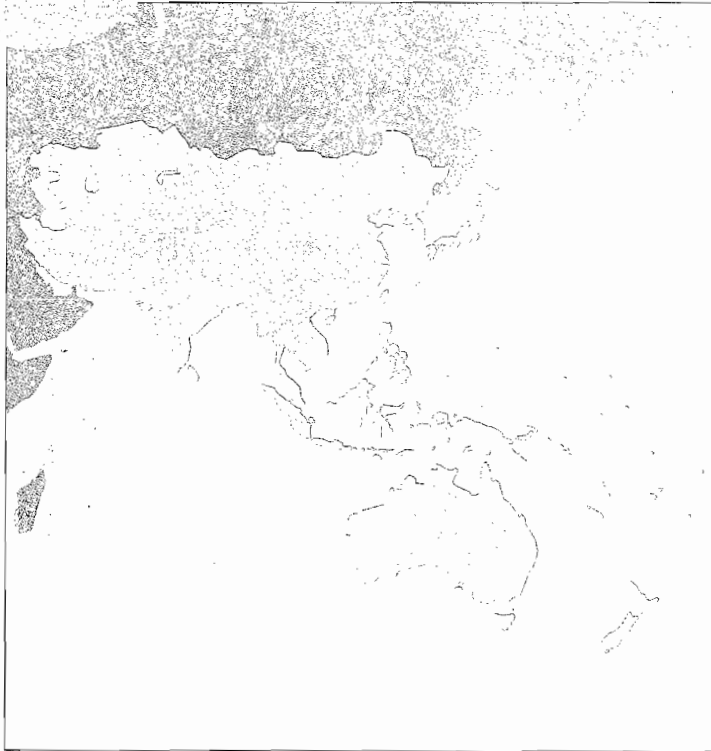
*Name (in Roman Letters)		
Name (in your original language and character)		
*Date of Birth (day/month/year)	/ /	*Sex <input type="checkbox"/> Male <input type="checkbox"/> Female
*Nationality		
*Address		
		*Country
*Phone	FAX	E-mail
*Photo Location (Specific location and country: e.g. Peace Memorial Park, Hiroshima City, Japan)		
*Photo Object		
*Photo Date (day/month/year)		
<p>Title and Message may be written in the languages below. Please check the appropriate box:</p> <p><input type="checkbox"/> Bengali <input type="checkbox"/> Chinese <input type="checkbox"/> Filipino <input type="checkbox"/> Hindi <input type="checkbox"/> Indonesian <input type="checkbox"/> Japanese <input type="checkbox"/> Khmer <input type="checkbox"/> Korean <input type="checkbox"/> Lao <input type="checkbox"/> Malay <input type="checkbox"/> Mongolian <input type="checkbox"/> Myanmar <input type="checkbox"/> Nepalese <input type="checkbox"/> Persian <input type="checkbox"/> Russian <input type="checkbox"/> Sinhalese <input type="checkbox"/> Tamil <input type="checkbox"/> Thai <input type="checkbox"/> Urdu <input type="checkbox"/> Vietnamese</p>		
*Title (in English)		
Title (in your language)		
*Text (approx. 100 English words)		
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• You can submit up to two entries. • Please fill out the form in English (alphabetical notation) in block letters. • * Required information

Entries should be submitted to:

Postal Address	ESD Photo Message Contest Secretariat, Education Division Asia/Pacific Cultural Centre for UNESCO (ACCU) 6 Fukuromachi, Shinjuku-ku, Tokyo 162-8484 JAPAN
Website	http://www.accu.or.jp/esd/photomessage/ Online submission and download of the Entry Form are available. (Entries via e-mail will not be acceptable.)

45 Participating Countries (in alphabetical order)



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

What is ESD?

Education for Sustainable Development



© Kazutoshi Tomita (Japan)

Education for Sustainable Development (ESD) is a teaching and learning practice that enables us to anticipate, tackle and resolve our common issues in hopes of averting a problematic scenario for our children and their offspring down the generations as they continue to live on the planet. UNESCO is the lead agency of the United Nations Decade of ESD (DESD: 2005-2014).

Among the specific themes covered by ESD are water resources, waste management, employment, human rights, gender, peace and human security,

eradication of poverty, HIV/AIDS, migration, climate change and urbanisation. ESD is a holistic agenda as it involves these issues that will have to be dealt with not singly but as a complex environmental, social and economic issue in a given cultural context.

It is essential for us to work on various challenges in cooperation with each other in order to realise a future in which all people can live without anxiety. ESD is the learning and the nurturing of the ability and the ways of thinking necessary for those approaches.

What is Intangible Cultural Heritage (ICH)?

Intangible Cultural Heritage

In our countries and regions, there are multiforms of culture, which are common assets of humankind. Intangible Cultural Heritage (ICH) closely links to life of humankind or is a part of it. Such heritage has been passed down from generation to generation for many years, and it is human bodies and souls that are the medium for transmitting such intangible heritage, and therefore it is also known as "Living Heritage". The Convention for the Safeguarding of the

Intangible Cultural Heritage was adopted by the General Conference of UNESCO in 2003, and the international cooperative framework for the promotion of safeguarding ICH has been gaining momentum. According to the Convention, ICH is manifested in the domains of: "oral traditions and expressions; performing arts; social practices, rituals and festive events; knowledge and practices concerning nature and the universe; and traditional craftsmanship."



© Vivek Desai (India)