



# Traditions for Tomorrow



Traditions pour Demain - Tradiciones para el Mañana

*By asserting their culture, Ameridian people construct their future*

## Our Elders count

Increasingly, traditional knowledge holders are no longer being taken seriously. These living libraries disappear or remain silent before the mockeries they are subjected to or when facing competition with other sources of knowledge, ranging from school to the internet. Much is done to collect their knowledge. Yet their legitimacy does not only result from their knowledge. Their role as transmitters of knowledge, as such, also constitutes a value and wisdom inherited from the past.

With PRATEC (Andean Project for Farming Technologies), our partner for a number of years, a pilot project was developed with Kichua groups in Ecuador's north Andean region, Aymara groups near the Titicaca in Peru and Quechua groups in the Cochabamba region of Bolivia. Intergenerational contacts, interchanges, meetings, demonstrations were encouraged for the elders' role to be recognized, especially among young generations, yet also among the ruling authorities.

The information collected (cultural events, mythological knowledge, agricultural and breeding techniques, traditional environmental management, healthcare knowledge, etc.) was compiled in a publication plus DVDs, to be widely disseminated. A participants' meeting was organized in the town of Juli, Peru, which as to its public segment experienced great resonance.



*Aymara community elders, Province of Juli, Puno, Peru*

The project was granted support from UNESCO, the Horizon Foundation and the Pictet Bank Charitable Foundation.

## Our new status at UNESCO

UNESCO's General Conference deeply modified the type of relationships between UNESCO and NGOs in 2011. Traditions for Tomorrow was in a leading position during the negotiations, which eventually resulted in the reclassifying of some 400 NGOs into two categories and in a better geographic distribution among the civil society's representative authorities. Following the reclassifying procedure, Traditions for Tomorrow joined the limited group of official Partner NGOs in association, those ones which maintain a very close collaboration with UNESCO.



Filming an artisan weaver, Peguche, Ecuador (photo: APAK)

## 48 TV programs from the Pacific to the Amazon

Since the end of the past decade, the Organization of Kichua audiovisual producers (APAK) has been producing videos in the Otavalo region, north of Quito, towards highlighting the Kichua people's various forms of cultural expression. Between 2006 and 2009, it broadcasted, among other things, a first series of bilingual weekly programs called "Bajo un mismo sol" (Under one same sun) on the university TV channel UTV.

### Traditions for Tomorrow's various affiliations

- Consultative status with UN-ECOSOC
- Official UNESCO partner - association status
- Member of the NGO-UNESCO Liaison Committee representing the International Federation of Coalitions for Cultural Diversity
- Accredited to the Intergovernmental Committee of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage

This was the first professional production by Kichua producers of programs presenting Kichua customs and traditions of the region: 135 programs, 518 reports, nearly 60,000 viewers every week.

APAK then turned to making, with the support of UNESCO, the film "Mindalae" about Otavaleño migrants who have been travelling the world, since the second half of the 19th century, to sell their textile crafts and more recently to present their music.

Their new project, in which Traditions for Tomorrow has taken interest, aims at the production of 48 weekly ½-hour programs per year related to the Andean region, the Pacific coast including other indigenous groups and the Afro-Ecuadorian population, and the Amazonian region; approximately 1.3 million people. Topics to be explored are music, traditional knowledge and practices in general, a presentation of various aspects of the region's 13 cultures, gastronomy and endogenous development initiatives within the communities.

Our financial support will cover staff and training expenses, the programs' production and post-production, the programs' showing in Amazonian areas with no access to television, and the creation of photo and video archives. The shooting and postproduction equipment will be supplied by APAK. The broadcasting of this original initiative is planned in the entire country through a network of community televisions.

- Accredited to the WIPO
- Member of the Geneva and Vaud Federations for Cooperation and Development
- Member of the CRID (network of French NGOs for cooperation)
- Non-profit organization recognized by the ZEWO (Zürich)



## Our 25<sup>th</sup> anniversary: a beautiful celebration

1986 – 2011: it was a must to celebrate Traditions for Tomorrow's 25th anniversary with a party. Celebrations were inspired by the realm of books, films and music, that have strongly denoted our activities since our beginnings. Many articles were published in the press. Radio programs, conferences punctuated this jubilee year.



*Los Kusis de Bolivia and EVN, concert in Rolle, Switzerland*

Cultural magazine “Espaces latinos” organized a literature evening at the Lyon Opera House in honor of Traditions for Tomorrow. This was an opportunity to present the organization to a new audience in the company of several French and Latino authors, with themes related to Amerindian culture and people.

Within the framework of the film festival “Filmar en América Latina”, supported by Traditions for Tomorrow for several years, an indigenous cinema cycle was organized in Geneva with the presentation of Mexican and Peruvian films. During the opening ceremony, the film “Even the Rain” (También la Lluvia) by Iciar Bollain with actor Gael García Bernal was shown; a fiction that recounts the “water war” in Cochabamba in 2000 and draws a parallel between the conquerors’ quest for wealth in the New World and the privatization of water supply in that part of Bolivia.

Finally, three concerts were held in Geneva, Neuchâtel and Rolle, in a joint performance of the “Ensemble vocal de Neuchâtel” (EVN – Neuchâtel choir) conducted by Steve Dunn and the Andean music group “Los Kusis de Bolivia” presenting the work by Juan Arnez, “la Misa Pachamama”, in Spanish and Quechua.

These numerous events, always accompanied by a cocktail, gathered nearly 1,500 people and created opportunities to present the work of Traditions for Tomorrow in a quality festive atmosphere. Many warm thanks to the numerous volunteers who organized these events, as well as sponsors and other partners that contributed to their success.

## Between UNESCO and WIPO

In July 2012, at the World Intellectual Property Organization’s headquarters in Geneva, Traditions for Tomorrow organized a roundtable before approximately one hundred State experts and indigenous organization & NGO representatives, during which UNESCO and WIPO discussed the issue of intellectual property rights that must be taken into consideration when promoting traditional cultural expressions.



Mayan ritual ceremony within the framework of the project, Gumarkaj, Guatemala (photo: Maya Itzat)

## Young Mayan artists promote their culture

Five minutes walk from the Chichicastenango market so prized by tourists is the Art Academy “Maya Itzat” run by three brothers. They are young Mayas convinced of the necessity to raise awareness of their peoples’ values among the young ones and the children; particularly the youth in close contact with the globalized world as a result of tourism, who would tend to forget or depreciate their Mayan identity.

For several years, they have bravely and determinedly initiated cultural and artistic activities in connection with the knowledge of Elders. They

organized informal exchanges with knowledge bearers in their Center, for children and teenagers, regarding diverse themes of the Mayan culture (health, mythology, celebrations, creeds, etc.). For families in neighboring hamlets, they promote Mayan ritual ceremonies in sacred sites, far from the eyes of outsiders who would tend to deprave such practices. Finally, engraving and painting workshops, especially murals, referring to themes connected to their culture are provided for the young generations.

Demand is high. Their disinterested commitment is impressive. They resort to the media of the area to broadcast their action and ensure its outreach, especially when they exhibit the students’ works in well-known places of Chichicastenango.

With the support of the Haella and Horizon Foundations from Holland, Traditions for Tomorrow was able to further accompany the highly original and in-depth activities of these young people. They thereby undeniably contribute to enhancing the awareness of belonging to the Mayan tradition without disregarding the importance of intercultural relationships.

### Peoples and minorities accompanied by Traditions for Tomorrow

|                    |                 |                  |                |             |               |           |                  |               |
|--------------------|-----------------|------------------|----------------|-------------|---------------|-----------|------------------|---------------|
| <i>Costa Rica</i>  | <i>Bolivia</i>  | Embera-          | K'anjobal      | Puruway     | <i>Chile</i>  | Chontal   | Triqui           | Criollos      |
| Borruca            | Afro-bolivianos | Chami            | Kiché          | Saraguro    | Aymara        | Huichol   | Tzotzil          | Garifuna      |
| Bribri             | Aymara          | Wayuu            | Mam            | Shuar       | Huilliche     | Mam       | Yucateco         | Mayangna      |
| Cabecar            | Chipaya         |                  | Q'eqchi        |             | Mapuche       | Mazahua   | Zapoteco         | Miskito       |
| Ngobe-Bügle        | Guarani         | <i>Guatemala</i> |                | <i>Peru</i> |               | Mixe      |                  | Nahuatl       |
|                    | Q'hara Q'hara   | Aguacateco       | <i>Ecuador</i> | Aymara      | <i>Mexico</i> | Mixteco   | <i>Honduras</i>  | Rama          |
| <i>El Salvador</i> | Quechua         | Axi              | Afro-ecuado-   | Andean      | Akateco       | Nahñu     | Chorti           |               |
| Kakawira           |                 | Chalchiteco      | rians          | farmers     | Chamula       | Nahuatl   | Garifuna         | <i>Panama</i> |
| Lenca              | <i>Colombia</i> | Ixil             | Cañari         | Quechua     | Chinanteco    | Nahuatl   |                  | Kuna          |
| Nahuatl            | Afro-colombians | Jacalteco        | Cofan          |             | Chol          | Purepecha | <i>Nicaragua</i> | Ngobe-Bügle   |
|                    |                 | Kakchiquel       | Kichwa         |             | Choloteco     | Tojolabal | Chorotega        |               |

Since 1986, Traditions for Tomorrow, an international non-governmental network, accompanies the efforts of Indigenous People and minorities concerned to safeguard their cultural identity in a dozen countries of Latin America.

Several hundreds of very concrete cultural or educational initiatives, chosen and conducted by the groups, were carried out in the field thanks to the support of members and donors, and public or private grant-makers. Traditions for Tomorrow contributes to strengthening confidence, self-esteem

and dignity, to the restructuring of communities and to helping them face the challenges they are confronted with: this is “empowerment”.

Besides, Traditions for Tomorrow is also active in sensitizing public institutions and non-governmental organizations both at national and international level, on issues concerning Indigenous People, cultural diversity and living cultural heritage.

*Our main sponsors* : Horizon, Haella, Air France, Denis Guichard, Hirzel, Pictet and Swiss Solidarity Foundations, Migros Aid Fund (Zürich), Pourcent culturel Migros-Vaud, International Red Cross and Red Crescent Museum (Geneva), Le Rosey Institute, PricewaterhouseCoopers (Paris and Geneva), Raiffeisen de Gimel Bank, Canon, kosdesign (St-Légier, Switzerland), Bière Printing House, Schenk (Rolle). And amongst public authorities: UNESCO, particularly through its Participation Program and its International Program for the Development of Communication, the Swiss National Commission for UNESCO, the Geneva and Vaud Federations for Cooperation and their financial partners at Canton and Commune level, the Swiss Agency for Development and Cooperation (SDC), the City of Rolle.

For further information about Traditions for Tomorrow, please view our 25th anniversary Special Newsletter in English, French and Spanish at [www.tradi.info](http://www.tradi.info)

## We value your support!



- Annual membership € 20, CHF 25, US\$ 25
- Non-allocated donations, even small yet very useful
- Voluntary work or sponsor one of our projects (contact us)
- Support in kind: equipment, supplies, your skills

Further details : [www.tradi.info/support](http://www.tradi.info/support)  
Tax-deductible donations

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