



Traditions for Tomorrow

Traditions pour Demain – Tradiciones para el Mañana

By asserting their culture, Amerindian people construct their future

The Afro-descendants: «pariahs», yet heads held high



photo: AFRICA A.C.

Traditions for Tomorrow joined together with the Afro-descendants, from the outset in 1986, towards asserting their cultural identity, particularly in Guatemala, Honduras, Nicaragua, Columbia and Ecuador. The estimated number of Black descendants of slaves who came from Africa amounts to 16% of the American continent's billion inhabitants. In Mexico and Bolivia, their numbers are almost insignificant: 100,000 in Mexico - 0.1% of the population; 35,000 in Bolivia - 0.35% of the population.

Demographic data however distort the combativeness for recognition of this population held on the fringe of history. This is formally done in Bolivia since the recognition of its existence under the 2009 Constitution. In commemoration of the abolition of slavery in 1851, the 23rd of September was even proclaimed Afro-Bolivian Peoples Day. Yet, this does not mean that things are making progress at the desired pace for this population, poor amongst the poor. In Mexico, it is far from being the case. The struggle for recognition by the Mexican Constitution is at the outset. Of course, demographic reality does not help and the road is fraught with challenges.

In both countries, Traditions for Tomorrow, with support from the Horizon Foundation and the Vaud Federation for Cooperation, provides its support since 2014 to awareness-raising campaigns within and outside the

Afro community, and always in a spirit of intercommunity dialog. On the Costa Chica of Oaxaca State (Mexico), the group AFRICA A.C. produces weekly radio programs on Afro peoples' identity and ethnic claims. A second part of the project supports grassroots organizations in preparing the Afro Peoples Day: cultural events, fora and theme workshops, proactive awareness-raising particularly of the Black youth.

In the Yungas region of the Department of La Paz (Bolivia), the Afrodescendant Cultural Asociación «Sembrando Valore» also produces weekly radio programs broadcast by Radio Yungas about the main cultural events and traditional knowledge (rituals and commemorations, Saya music, gastronomy, oral tradition, agriculture, health, etc.).

At the 2014 Paléo Festival

Over fifty volunteers took turns at our stand during the Paléo Festival week in July in Nyon (Switzerland) ... mostly in rain and mud ... to inform the thousands of music-enthusiast festival-goers about Traditions for Tomorrow's support to indigenous cultural identity especially in Ecuador, Peru and Bolivia. The theme of the Paléo World Village, where the stand was located, was: Andean countries.



Rich rural knowledge conveyed in Aymara and Quechua villages

For several years, the Chuyma Aru association has accompanied, with support from Traditions for Tomorrow and the Geneva Federation for Cooperation, the revitalization of knowledge in Aymara villages close to the northern shores of Lake Titicaca in Peru. Under a holistic approach, these numerous initiatives for instance restore ancestral water supply and irrigation systems, the most nutritious and soil- and climate-adapted native seed potato and quinoa species, rituals and collective celebrations for Pachamama (Mother Earth) and the spirits of the Apus (Andean summits) with, what is more, the traditional forms of expression of the Aymara culture (gastronomy, dance, music, traditional ways of local governance, etc.).



Photo: CESATCH

More recently, and inspired by interregional meetings with Chuyma Aru, the «Diversidad cultural» group including five micro for rural development

organizations in Bolivia was set up to organize activities in about 25 villages in the Andean regions of Potosi, Chuquisaca and Cochabamba, for the benefit of the youth and children. The intergenerational gap is an element eroding rural communities' cohesion, exposing them to all kinds of divisions, whether religious, partisan or for individual interests.

Meetings are organized within villages to gather the youth and children with the Elders. The fruits of such teachings are borne with high event-driven visibility at the regional level. They are documented with simple publications and videos, then widely disseminated. Finally, tailoring as well as the manufacture and practice of traditional musical instruments are taught, for the young generation to host local festivals and intercommunity meetings.

Peoples and minorities accompanied by Traditions for Tomorrow

<i>Costa Rica</i>	<i>Bolivia</i>	Embera-	Kakchiquel	Puruway	Chontal	Tzotzil	<i>Chile</i>	Garifuna
Borruca	Afroboli-	Chami	K'anjobal	Saraguro	Huichol	Yucateco	Aymara	Mayangna
Bribri	vianos	Ette Ennaka	Kiché	Shuar	Mam	Zapoteco	Huilliche	Miskito
Cabecar	Aymara	Kamentza	Mam		Mazahua		Mapuche	Nahuatl
Nogbe-Bügle	Chipaya	Wayuu	Q'eqchi	<i>México</i>	Mixe	<i>Perú</i>		Rama
	Guaraní			Afromexi-	Mixteco	Aymara	<i>Honduras</i>	
<i>El Salvador</i>	Qhara Qhara	<i>Guatemala</i>	<i>Ecuador</i>	canos	Nahñu	Campesinos	Chorti	<i>Panamá</i>
Kakawira	Quechua	Aguacateco	Afroecuato-	Akateco	Nahuatl	andinos	Garifuna	Kuna
Lenca		Axi	rianos	Chamula	Nahuatl	Quechua		Naso
Nahuatl	<i>Colombia</i>	Chalchiteco	Cañari	Chinanteco	Purepecha		<i>Nicaragua</i>	Nogbe-Bügle
	Afrocolombi-	Ixil	Cofán	Chol	Tojolabal		Chorotega	
	anos	Jacalteco	Kichwa	Choloteco	Triqui		Créole	

• Accreditation to the WIPO

The World Intellectual Property Organization in Geneva decided in 2014 to accredit Traditions for Tomorrow to its General Assembly. For about ten years, Traditions for Tomorrow has been accompanying indigenous representatives in arduous negotiations aiming at an international treaty. The latter will have to recognize and protect intellectual property rights, particularly of indigenous peoples, on knowledge related to traditional medicine and cultural expressions, plundered for years without limit.

Now expanded, the accreditation to WIPO will allow Traditions for Tomorrow's team of legal experts following this case to henceforth operate by the same token on connected issues in other fields of interest and action of the Organization.

• 2014 UNGA and indigenous peoples

Towards the end of the Second International Decade of the World's Indigenous Peoples declared by the UN at the end of 2004, the UN General Assembly was willing to mark the occasion by opening its 69th session, on 22 and 23 September 2014 in New York, with the first World Conference on Indigenous Peoples.

Traditions for Tomorrow's various affiliations

- Consultative status with UN-ECOSOC
- Official NGO partner to UNESCO - association status
- Accredited to WIPO and to various UNESCO Conventions for the protection of cultural heritage and of the diversity of cultural expressions
- Member of the Geneva and Vaud Federations for Development Cooperation

In the presence of hundreds of representatives of peoples from around the world, the member States renewed their clear agreement with the 2007 UN Declaration on the Rights of Indigenous Peoples and marked in a final document their strong commitment for its implementation to progress in all fields.

Traditions for Tomorrow, who joined for years in Geneva the negotiations leading to the adoption of the Declaration, was bound to take part in this important New York gathering.

• Youth and heritage in a Forum in Bulgaria

In late September 2014, over a hundred cultural NGO representatives from 25 countries, mainly youth, gathered on the shores of the Black Sea to talk about «The role of youth in the safeguarding of tangible and intangible cultural heritage».

From this meeting, organized by Traditions for Tomorrow for the NGO-UNESCO Liaison Committee, and in cooperation with UNESCO and the Sozopol Foundation of Bulgaria, a vast number of ideas arose, which were submitted to UNESCO Director-General in order to enhance the implementation of the Organization's mandate regarding this issue.

- Member of the NGO-UNESCO Liaison Committee representing the International Federation of Coalitions for Cultural Diversity
- Member of the CRID (network of French NGOs for cooperation)
- Recognized as a public utility in France (JO dated August 2nd 2013)
- Non-profit organization recognized by the ZEWO (Zürich)



Offering a better quality of films in indigenous communities

Communication and information technologies are capable of the best and the worst, all the way to the mountain nooks of Oaxaca State in southern Mexico where Zapotec, Mixe, Mazatec and Mixtec communities are nestled. Satellite television, relayed by local cable distribution, brings a globalized view of the world, generally destructive of values and local identity, into often modest homes - sometimes shacks. The youth are the primary targets of this creeping intrusion of a homogenized world culture.

Other young people however get together to counter this dreadful reality. Luna Maran - Zapotec herself - and also the daughter of Jaime Luna, a musician and courageous defender of the Sierra's culture and natural resources, whom Traditions for Tomorrow had supported in the late 1980s - founded with two friends from the area a cinema production and distribution company of a different kind: *la Calenda audiovisual*.

Their previously awarded cinema productions, the creation courses they organize and their distribution of films with values in the region contribute to strengthening the cultural diversity for which Traditions for Tomorrow campaigns, particularly in the follow-up of the 2005 UNESCO Convention on the protection and promotion of the diversity of cultural expressions. Through the various initiatives conducted or supported, such as the 2014 «The future we want includes culture» international cam-



Photo: *Calenda audiovisual*

paign (over 700 NGOs that are signatories in 120 countries), Traditions for Tomorrow's aim is for culture to be recognized as a driving force and a facilitator of sustainable development in the Post-2015 agenda the UN will adopt next year.

Traditions for Tomorrow, thanks to a contribution of the Philanthropical Committee of the Firmenich Family, will support Luna and her friends during two years to train youth and women in about twenty villages, for them to become film-club hosts and provide an alternative by means of a cinema opting for values and tradition. They will thereby create collective places both for leisure and exchange, which should moreover

generate economic resources for their hosts.

The friends of the French "Grandes Ecoles" Reward Traditions for Tomorrow

In 2013, on 12 October (lucky/taboo date for the Amerindians; Columbus shores on the land of America on that day in 1492), Traditions for Tomorrow received the «Talent and Passion» 1st prize awarded by Association Suisse des Amis des Grandes Ecoles (ASAGE). This prize is attributed for the laureate's «excellence, social responsibility, sustainability and performance».

Since 1986, Traditions for Tomorrow, an international non-governmental network, accompanies the efforts of indigenous peoples and minorities concerned about safeguarding 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 nation-

al and international level, on such issues as indigenous peoples, cultural diversity, living cultural heritage and the intellectual property rights which flow from them.

Our main private sponsors: the Horizon, Haella, Denis Guichard, Hirzel, Firmenich, Pictet foundations, Le Rosey Institute, PricewaterhouseCoopers (Geneva), the Raiffeisen Bank of Gimel, Canon, kosdesign (Vevey, l’Imprimerie de Bière, Schenk (Rolle).

And the institutional ones: UNESCO, particularly through its Participation Programme and the International Programme for the Development of Communication, the Swiss National Commission for UNESCO, the Geneva and Vaud Federations for Cooperation and their financial partners at cantonal and communal level, the Swiss Agency for Development and Cooperation (SDC), the City of Rolle.

Our present partners on the field: **Mexico:** CGCIP (Morelos), AFRICA (José María Morelos, Oaxaca), Fundación Santa María Yaviche (Oaxaca), Calenda audiovisual (Oaxaca). **Guatemala:** Médicos Descalzos (Chinique), ADECOR (San Martín Jilotepeque), FUNDEBASE (Sacatepequez). **El Salvador:** Círculo Solidario (Antiguo Cuscatlán). **Colombia:** Teje Teje (Rodadero), Red Antorchas (Mahates), Cabillo Kamëntsá (Sibundoy). **Ecuador:** APAK (Otavalo), AJKI (Ilumán, Imbabura). **Peru:** PRATEC (Lima), Chuyma Aru de apoyo rural (Puno), Centro Sami (Cusco), CEPROSI (Cusco). **Bolivia:** Nación originaria Qhara Qhara Suyu (Chuquisaca), CESATCH (Sucre), ASUR (Sucre), CAI Pacha (Cochabamba), Pუსisuyu (Potosí). Sembrando valores (La Paz).

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