

# **PRIMARY STAKEHOLDERS**





**CULTURAL HERITAGE PROTECTION**



**PRIMARY STAKEHOLDERS**

# **LOCAL ARTISANS AND CRAFTS**

## **PEOPLE**



Individuals or communities who possess traditional skills in arts, crafts, and cultural practices.



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# **INDIGENOUS AND LOCAL COMMUNITIES**



These communities are the key guardians of traditional languages and cultures, and they face the risk of losing their cultural identity as languages and practices fade.



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# **CULTURAL ORGANIZATIONS, LIBRARIES AND NGOS**



Institutions focused on safeguarding cultural heritage, advocating for indigenous rights, and providing resources to help preserve and promote local traditions and languages.

# **SECONDARY STAKEHOLDERS**





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# **GOVERNMENT AND CULTURAL DEPARTMENTS**



Entities that develop policies, provide funding, and offer support to preserve and promote cultural heritage.



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# CONSUMERS



Individuals who value and seek ethically sourced, culturally meaningful products that support traditional craftsmanship and heritage.



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# TOURISTS



People seeking authentic cultural experiences and purchasing traditional goods to support local artisans and preserve cultural heritage.



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**ACADEMICS, CULTURAL HISTORIANS,  
CULTURAL ANTHROPOLOGISTS AND LINGUISTS**



Experts who research, preserve, and promote both tangible and intangible cultural heritage, ensuring traditions are maintained for future generations.



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# **MEDIA AND TECHNOLOGY**

## **COMPANIES**



Partners that support the promotion and distribution of cultural content, including local languages, through digital platforms, helping to reach wider audiences.



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# **YOUTH AND FUTURE GENERATIONS**



The key focus of revitalization efforts, ensuring they learn, embrace, and carry forward traditions and languages for cultural continuity.

# **SOLUTIONS**





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**SOLUTIONS**

## **PRESERVATION INITIATIVES**



Organizing workshops and training programs for younger generations to learn and continue traditional crafts, languages, and cultural practices.



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**SOLUTIONS**

## **ECONOMIC EMPOWERMENT**



Developing markets for traditional crafts by promoting and selling handmade goods through online platforms and cultural centers.



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**SOLUTIONS**

# **CULTURAL TOURISM DEVELOPMENT**



Encouraging cultural tourism through guided tours, cultural festivals, and immersive experiences with local artisans.



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**SOLUTIONS**

# **DIGITAL DOCUMENTATION**



Using digital platforms to preserve and archive endangered languages, arts, and cultural practices for future generations.



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**SOLUTIONS**

# **COLLABORATIONS AND PARTNERSHIPS**



Partnering with local governments, museums, and global organizations like UNESCO to increase awareness and secure funding for cultural heritage preservation.

# **DIRECT RESULTS**





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**DIRECT RESULTS**

# **WORKSHOPS AND TRAINING SESSIONS**



Offering training to a specific number of individuals annually in traditional crafts or language preservation.



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**DIRECT RESULTS**

# **EMPLOYMENT OPPORTUNITIES**



Generating jobs for local artisans, tour guides, and cultural educators within the community.



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**DIRECT RESULTS**

# MARKET DEVELOPMENT



Creating online stores or collaborating with ethical brands to sell traditional products, expanding their reach.



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**DIRECT RESULTS**

# **CULTURAL EVENTS**



Hosting festivals and events that highlight and celebrate local heritage and traditions.



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**DIRECT RESULTS**

# **CULTURAL DOCUMENTATION**



Tracking the number of languages, traditions, and art forms that have been documented and digitally archived for future generations.

# **LONG TERM ECONOMIC IMPACT**





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**LONG TERM ECONOMIC IMPACT**

# REVENUE FROM SALES



Income generated from the sale of traditional crafts and products, through both physical stores and online platforms.



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# **TOURISM INCOME**



Revenue generated from cultural tourism activities, including tours, festivals, and workshops, benefiting the local community economically.



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# **GRANT AND GOVERNMENT FUNDING**



Financial support from cultural preservation grants, UNESCO programs, and local government initiatives to support heritage conservation efforts.



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**LONG TERM ECONOMIC IMPACT**

## **EDUCATIONAL PROGRAM FEES**



Revenue generated from workshops and training sessions that teach cultural skills, traditional crafts, and languages to both local communities and international participants.

# **LONG TERM SOCIAL IMPACT**





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**LONG TERM SOCIAL IMPACT**

# **CULTURAL IDENTITY STRENGTHENING**



Boosted pride and a stronger sense of identity among communities actively preserving and practicing their heritage.



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# **ECONOMIC SUSTAINABILITY**



Providing long-term income opportunities for artisans and cultural workers, fostering reduced poverty and promoting social inclusion.



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# **CULTURAL CONTINUITY**



Ensuring the preservation and transmission of languages, crafts, and traditions to future generations, safeguarding them from extinction.



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**LONG TERM SOCIAL IMPACT**

# **AWARENESS AND EDUCATION**



Growing global awareness and appreciation for cultural diversity, fostering tolerance and mutual understanding.



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**LONG TERM SOCIAL IMPACT**

# COMMUNITY COHESION



Strengthened community bonds as cultural practices are celebrated and become key economic drivers.