



# JAMNAT E-NEWS

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## WORLD YOUTH CONFERENCE MEXICO 2010 "LET THE DIALOGUE BEGIN!"

**At the World Youth Conference UNESCO and the Ministry of Youth, Sports and Culture held discussions to advance its work in youth development and cultural heritage.**



*Hon. Olivia Grange, MP, Minister of Youth, Sports and Culture, met*

*Mrs. Pilar Alvarez Laso, Assistant Director General, Social & Human Sciences Sector, UNESCO to discuss areas for partnership and increased cooperation.*

Among the matters discussed was the importance of gender equality in sports, continued promotion of Artists for Peace and Goodwill Ambassadors.

It was agreed that UNESCO Culture Clubs in Schools and Cultural Heritage Clubs were important to the promotion of

cultural dialogue among the youth. It has been highly recognized that a seamless relationship exists between youth and culture, and Jamaica has sought to integrate the significance of cultural development and youth development.

UNESCO's Golda El-Khoury, Chief of Section, Youth, Sport and Physical Education, indicated the interest of UNESCO in giving support to the development of Jamaica's National Youth Policy. The policy is now up for revision, and the first ever national Youth Survey is currently underway in Jamaica. The Survey will seek to garner the thoughts, opinions, dreams and aspirations of Jamaica's youth, and will seek to provide critical information for the revision of the Youth Policy.

In addition, the UNESCO team cited the need for focus on youth with disabilities and were committed to continue the dialogue and discussions around the subject. The goals of both teams were therefore synchronized as Jamaica, in

an effort to increase its focus on youth with disabilities, has selected a disabled youth to serve as one of its Youth ambassadors. The Policy speaks to the need to significantly engage marginalized and at risk youths.

It was recognized that there was an increased need for discussion and action on the importance of research on youth development issues. It was noted that accreditation of research was important to the development, design and implementation of youth development programmes and initiatives.

The Conference held during The International Year of the Youth from 23-27 August 2010 coincided with Mexico's Bicentennial anniversary. It brought together representatives of government and non-governmental organizations, international donor agencies, and thousands of young people from across the world.

Roberta Ellis, Director, NCYD

**JAMAICA RECEIVES OVER 10 MILLION JAD FROM UNESCO PARTICIPATION PROGRAMME (2010-2011)**



*Dr. Bofo, Director, UNESCO Caribbean Office, present Hon. Olivia Grange, Chairperson, Jamaica National Commission for UNESCO, with a cheque of over 10 million JAD. Observing the presentation is Everton Hannam, Secretary General, JNC-UNESCO*

## WORLD LITERACY DAY

JNC- UNESCO hosted an exhibition and an outside broadcast at the Kingston Shopping Centre on the theme “the power of women’s literacy. Partners were the Jamaica Foundation for Lifelong Learning (JFLL), the Women’s Bureau, Jamaica Library Service (JLS) and the National Council for Senior Citizens.

### Message (excerpt) from Irina Bokova, Director-General of UNESCO

“Acquiring literacy skills gives women a sense of self-confidence and control over their life and future. This is what empowerment is about: gaining the knowledge to make informed decisions, sharing power in the household and in wider political life. Testimonies from newly literate women bear witness to the far-reaching transformation that new knowledge and skills have on all aspects of their lives.

As the first woman elected to the post of Director-General, I am profoundly committed to advancing the rights of girls and women everywhere, especially through education. Gender equality is one of our global strategic priorities because there can be no sustainable development when women do not enjoy equal rights and opportunities.

Investing in women’s literacy carries very high returns: it improves livelihoods, leads to better child and maternal health, and favours girls’ access to education. In short newly literate women have a positive ripple effect on all development indicators”.

## INTERGOVERNMENTAL COMMITTEE FOR PHYSICAL EDUCATION AND SPORT (CIGEPS)

(Excerpt) Report on the July 7 – 8, 2010 meeting, Paris

Increasingly the significant role played by sports as a catalyst for social and economic development is being recognized by the public and private sector in most developed and developing countries. Clear distinctions are becoming more evident to planners highlighting the difference between sports and physical education.

The presentation by the representative of the Director General of UNESCO focused on the re-orientation of CIGEPS. The presentation outlined the reasons why sport was a suitable engine for transforming our societies and why UNESCO was a suitable vehicle for the implementation of programmes after consultations with member states and the sports industry.

The current discussion was being informed by reports from the four working groups created in 2008/09. The consultation with member states revealed the following:

- Strong support for CIGEPS mandate
- Strong support for a more holistic approach to sports policy
- Committee recognized as a key mechanism with potential to drive government action to implement sport policies and programmes around

the world

- Want a results – oriented work program
- Felt that CIGEPS reform could be achieved with existing machinery.

As the discussions progressed I realized CIGEPS faces similar challenges to the Jamaican sports fraternity and similarly needs to find ways to:

- Capitalize on high levels of interest in sports as a catalyst for development and peace
- Respond and adapt effectively to changing policy imperatives
- Draw upon advice of recognized experts and high quality research
- Fully engage government representatives and the sports movement to drive international efforts
- Use attraction of sports to raise funds.

The general consensus was that CIGEPS was on the right track and members are in agreement with the focus on policy. However a major concern was the allocated budget which members felt was woefully inadequate and so hampered the effectiveness of CIGEPS. The delegate from Spain advised that Spain was willing to contribute financially to CIGEP for projects that fell within the policy framework of Spain’s international cooperation. Germany offered assistance in sports administration

training, but other delegates advised of the need to consult with the respective government before giving any commitment.

I advised the meeting that Jamaica’s contribution could be in the areas of coaching for track and field and hosting athletes in Jamaica for short training stints. In exchange we would want to have our coaches and athletes visit countries which have acknowledged world renowned expertise in other sports.

### Conclusion

Concerns were voiced about members who were inactive as well as members who send different representatives to meeting and so the change of personnel affects continuity. Additionally some attendees were not specialists in the respective fields and so their ability to make valuable contribution were limited. Members were mandated to take steps to make CIGEP more visible and relevant in the respective countries and raise funds to facilitate local programs.

The conference provided an excellent opportunity for networking and I have been sending emails to delegate in an effort to establish international linkages.

Anthony Davis  
Director  
Dept of Sport  
University of  
Technology,  
Jamaica





## INTERNATIONAL DAY FOR THE REMEMBRANCE OF THE SLAVE TRADE & ITS ABOLITION



This Day was marked with an exhibition August 23-24, 2010 in the Lobby of The Towers at 25 Dominica Drive.

The Exhibition consisted of posters & videos on the theme:

- Slave Routes: a global vision (from UNESCO)
- Time Trip: a docudrama on Jamaica & Caribbean history.

The posters were produced by NLJ/UDC from their book "Freedom to Be".

## STAFF NEWS

### Condolences

We extend our sympathy to Prof. Fay Durrant who lost her husband & to Mrs. M. Lynch on the loss of her beloved daughter.



### Welcome/Departure

Welcome to Kedon Davidson, Accounting Technician, our newest staff member.  
Goodbye to Ms. Heather Allen, Accountant./Admin. who has departed these shores



### Congratulations

Everton Hannam elected as Vice President of the National PTA & Re-elected as President of the Ardenne High School PTA



### Interns

Elsa Numa (French)  
5 July - 7 Sept 2010  
John Mullings (Jamaican)  
JAMVAT Student  
17 August - 8 October  
Sabrina Lombardi (French)  
3 Aug - 20 Oct 2010  
Marcia Mcklmon (Guyanese)  
27 July - Dec 2010  
Manuela Pannuzzo (Italian)  
1 Sept - 13 Dec 2010  
Nora Okpanyi/Jennifer Meyer (German)  
10 Sept - Mar. 2011  
Diane Judith Scari (Italian)  
4 Oct - Jan. 2011

## LAUNCHING OF JNHT HERITAGE CLUB



From left Sydney Bartley, Director, Culture, MICYS; Dr. K. Boaf, Director, UNESCO Caribbean Office; Everton Hannam, Secretary General, JNC-UNESCO; Mr. P. Stanigar, Chair, JNHT; Ambassador of Japan & his wife.

The JNHT Heritage Club was launched 16 July under the theme "Youth preserving Our Heritage. It was funded through the UNESCO Youth Poverty Alleviation Through Tourism & Heritage (Youth Path) Project.

Youth in poor communities of the Caribbean are trained in the development and documentation of natural and cultural heritage sites to become the centre of internal or international tourism and so develop their communities and reduce poverty.

## ACTIVITIES OF THE SECRETARIAT

### Advisory meetings:

- Social and Human Sciences Advisory Committee Meeting - 29 July, 2 August & 19 August
- Culture Advisory Committee Meeting - 3 September

### External Meetings:

- Caribbean Subregional Workshop on the Implementation of the World Heritage Convention - 15-17 Sept, Cuba (Dr Maria Smith, Programme Manager)
- Workshop on Cataloguing & Metadata - 14 Sept,

- NLJ (Mrs. D. Hopkinson, Librarian/Documentalist)
- World Tourism Day Exhibition - 30 Sept, UTECH Auditorium (Mrs. D. Hopkinson, Librarian/Documentalist), Interns Marcia Mcklmon & John Mullings.

## ‘HARNESSING CULTURE FOR POSITIVE NATIONAL TRANSFORMATION’

The conference ‘Harnessing Culture for Positive National Transformation’ took place June 29 - July 1, 2010. It is part of an ongoing effort of The Council of Voluntary Social Services (CVSS) for positive national transformation and was undertaken in association with the Jamaica National Commission for UNESCO. Funding of **J\$874,514.29** for the event was provided through the UNESCO Participation Programme.

The keynote address by Professor Barry Chevannes, well known anthropologist and sociologist, was especially well received. Professor Chevannes’ wide ranging and provocative address began by questioning whether culture can be truly harnessed and who is really responsible for national transformation. He emphasized that culture is the ‘meaning’ given to things, events and the way of life of a people.

He utilized the example of the interpretation of marriage by many Jamaicans as having achieved a certain social status and maturity as against the interpretation of our European forbears as social and legal authorization for sex and familial responsibility to highlight the fact of ‘meaning’. He further touched on many aspects of the culture including food, music, language, story-telling and other cultural practices as he interpreted our tangible and intangible heritage. He concluded by sharing two success stories of how schools are utilizing students’ cultural interests to motivate learning.

Of particular importance was the fact that Professor Chevannes emphasized the need for communities to be

the main proponents of culture, a fact which several of the presenters also highlighted.

A panel discussion chaired by Mr. Vivian Crawford, Executive Director of the Institute of Jamaica featured Mrs. Dianna McIntyre-Pike, Community Tourism Consultant/Trainer, Countrystyle Community Tourism Network; Mr. Everton Hannam, Secretary-General, The Jamaica National Commission for UNESCO; Mr. Dorrick Gray, Technical Director of Archaeology, Jamaica National Heritage Trust; and Ms. Annette Tingle, Executive Training Manager (Acting), Tourism Product Development Company Ltd.

Mrs. McIntyre-Pike’s passionate address again highlighted the need for greater focus on community tourism for income generation and community development. Mr. Hannam introduced the role of UNESCO and the youth perspective. Mr. Dorrick Gray introduced the JNHT and the role it plays. His video presentation highlighted various heritage sites. He also explained how to have an area designated as a national heritage site. Ms. Tingle introduced the Tourism Product Development Company and its role in standards and certification.

Ms. Grace Silvera, Executive Director of the Jamaica Cultural Development Commission, made a presentation on marketing Jamaica’s cultural heritage. Her presentation raised passionate discussion especially regarding interpreting the traditional culture in view of the current popular culture and the



needs of the younger generation.

Mr. Bernard Jankee, Director of the African Caribbean Institute of Jamaica/Jamaica Memory Bank, gave a visual representation of culture focusing on the Jamaican retentions of the local *Etu* and *Naggo* people.

Papers were presented by the following:

- Ms. Hema Gurung, Programme Specialist in the UNESCO Caribbean Office, focused on the ‘2003 Convention for the Safeguarding of the Intangible Cultural Heritage (ICH)’
- Dr. Maria Smith, Programme Manager at the Jamaica National Commission for UNESCO who focused on Jamaica’s intangible heritage.
- Mrs. Beverly Stewart, CEO of Jamaica Soul Vacations, presented on proposal writing and fund raising for not-for-profit organizations focusing on cultural preservation and income generation.

Following the expert presentations, participants were asked to make regional

presentations of an eighteen (18) month Plan of Action for developing or marketing a heritage site or the intangible heritage of their region. These were to include a budget.

Mr. Hugh Nash, Advisor on Culture and Community Development to the Minister of Youth, Sports and Culture and as a member of the CHASE Fund Board advised the participants on how the Fund can facilitate financing for their projects.

The conference ended with a cultural presentation by the *Bashy Bus Crew* of ‘Children First’ focusing on how culture can either militate against positive national transformation or facilitate development.

Organizers felt the overall objective of the conference was met. Participants agreed via their evaluations that the overall conference was a success and expressed the need for it to be held perhaps every other year.

As a follow-up two field trips have been planned.

Beverly Stewart  
Project Manager



## Art Camp 2010 “Colour the Planet”

Kimani Beckford was one of 30 artists from different countries hosted by The Andorran National Commission at the second edition of the Art Camp "Colours for the Planet"

The camp took place in Andorra 18-29 July 2010 with participants coming from Kuwait, Morocco, Mauritania, Cambodia, Filipinas, Indonesia, Australia, Cabo Verde, Seychelles, Burkina Faso, Mozambique Austria, Belgium, France, Germany, Portugal, Romania, Spain and of course, Jamaica.

Besides the regular art workshops they enjoyed traditional dinner and music which showcased the culture of Andorra as well as visits to La Vella to view the architecture and nature of old Andorra and the opening of "The Exhibition Art Camp 2008 in the Congress Centre of Andorra La Vella"

Of the camp Kimani said that he had a memorable time and thanked all for making this

one of his life changing experiences.

"we were exposed to the wide culture of the world; from the beautiful women of Kuwait to the cherished kangaroos of Australia and the popular fishing ventures and beautiful coastal scenes of Cambodia. Also in interacting with the Seychelles representative I learnt a lot about their country. It has a very tropical environment with over 100 small islands. They have a popular sea life which houses the most beautiful giant

tortoise; the people also have a great liking for rice".



1. Kimani at work
2. Exhibition of the works collected from each artist
3. Beside his work at their first exhibition
4. Camp participants



### CONTACT US

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[www.unesco.org/kingston](http://www.unesco.org/kingston)

For more information on the global UNESCO please visit:

THE WORLD  
**ANTI-PIRACY**  
OBSERVATORY

The World Anti-Piracy Observatory (WAPO) is the first web-based resource of its kind. WAPO fills an existing information gap by presenting data that has so far been scattered among different sources or not available at all.

Its main objective is to make available comprehensive, up-to-date and impartial data and information on legal, administrative and non-legislative anti-piracy policies,

measures and mechanisms.

WAPO is a valuable tool for national authorities that seek to improve their legal policies and frameworks, as national officials will now be able to access and effectively utilise approximately 100 examples of national solutions to piracy. It is also a useful reference tool for authors, creators and other right owners who need to enforce their rights in a foreign country.

Most of the information is organised by country profiles, based on data provided by national authorities of Member States and local and

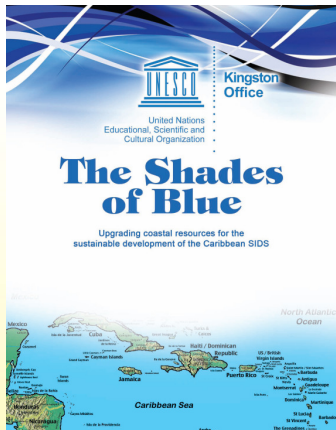
regional experts. A network of partners from the private sector, authors' societies and cultural industries associations also contributes to the regular updates of WAPO.

A special emphasis is given to best practices, as well as freely downloadable awareness-raising tools and capacity-building initiatives, produced or organised by different stakeholders. In turn, WAPO references recent and diverse initiatives and news in the anti-piracy arena.

WAPO can be accessed at [www.unesco.org/culture/en/anti-piracyobservatory](http://www.unesco.org/culture/en/anti-piracyobservatory).



PUBLICATIONS



“Shades of Blue: Upgrading Coastal Resources for the Sustainable Development of the Caribbean SIDS” is a publication of the UNESCO Office of the Caribbean.

It contains contributions by distinguished experts and junior scholars, covering some crucial issues such as the impact of climate change, the relevance of coastal resources, lessons from concrete case studies in the management of coastal zones, structural mitigation of economic vulnerabilities, and the contribution of civil society and community-based organizations in poverty reduction efforts and environmental management.



NEWS FROM THE REGION

**St Vincent & the Grenadines Youth Path Project**

The Ministry of Education and the National Commission for UNESCO (SVG) held a Closing Ceremony for the Youth PATH Programme that was executed by the North Winward Tourism Association – Fancy Chapter, at the Fancy Government School on Monday 23, August, 2010.

The project trained twenty participants in tour guiding, marketing and customer service. It included:

- restoration of the Old Water Wheel at the front of the Fancy Clinic. It will be used as a documentation and

marketing tool of the community’s heritage

- Addition of value to cassava, a key indigenous product, by enhancing the Cassava Bread with various flavours (Cinnamon, Fruit, Herring, Codfish) and sizes.
- the use of ICT to produce Book Markers and a signage for the Water Wheel.

At the Closing ceremony Hon. Montgomery Daniel, Minister of Culture and representative for the area said in his remarks that, the skills and training gathered from the project will be used in conjunction with the renovated heritage site to improve the economic situation of the area.



Hon. Montgomery Daniel, Minister of Culture & Elna Michael, Principal of Fancy Government

Project participants were issued with Certificates in Tour guiding and the signage that was erected at the Old Water Wheel was unveiled.

**MOWLAC Submission**

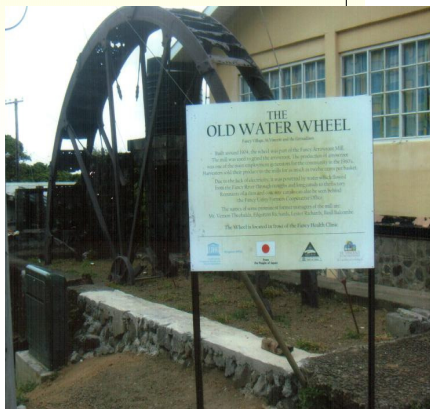
Jamaica has submitted 3 entries to the Memory of the World Latin America & Caribbean (MOWLAC) Regional Register

- The Indentureship Collection, Jamaica - Jamaica Archives & Records Department (JARD)
- The Helen Adelaide Wood Collection - Natural History Museum of Jamaica (NHMJ)
- Minute Books of the Institute of Jamaica - National Library of Jamaica

These submissions will be tabled at the next Regional MOW Committee Meeting which will be held 25-28 October in Mexico.



Two original paintings from the Helen Wood Collection, Natural History Museum of Jamaica, Institute of Jamaica



The Water Wheel At Fancy



Cassava items

## UPCOMING ACTIVITIES

- 26 - 27 October - 17th Session of the International Bioethics Committee (IBC), UNESCO Headquarters in Paris. It will be followed by a Joint Session of IBC and the Intergovernmental Bioethics Committee (IGBC)
- 1-5 November National Bioethics Training, Ocho Rios
- 8-10 December - Underwater Culture Heritage Conference
- International Days:  
Oct 5 - World Teacher's Day  
Nov 10 - World Science Day for Peace and Development  
Nov 16 - International Day for Tolerance  
Nov 21 - World Philosophy Day

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Visit our website:  
[jncunesco.gov.jm](http://jncunesco.gov.jm)

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## UNESCO VACANCIES

**Central Services**

Assistant Legal Officer, Paris, France

**Deadline: 8 November 2010**

Financial Officer, Bureau of Financial Management,

Paris, France

**Deadline: 10 October 2010**

**Education Sector Programme Specialist, Paris, France**

**Deadline: 8 November 2010**

**Submit applications at:**  
[www.unesco.org/employment](http://www.unesco.org/employment)

**Or mail to:**

Chief Recruitment and Staffing Section, Bureau of Human Resources Management, UNESCO, 7 Place de Fontenoy, 75352 Paris 07 SP, France



## COMPETITIONS, PRIZES, SCHOLARSHIPS, FELLOWSHIPS



[UNESCO/Japan Young Researchers' Fellowships Programme \(UNESCO/Keizo Obuchi Research Fellowships Programme\)](#).

2011 Cycle - Reinforcing its belief in "people building the next era", the Government of Japan offers 20 fellowships per year, for the eleventh consecutive year, to be awarded to deserving candidates from developing countries, especially the least developed countries (LDCs), who are eager to undertake research on one or more of the topics listed below. The aim of the fellowships is to support innovative and imaginative post-graduate research in four areas of development of particular interest to UNESCO.

(**Deadline** for the submission of applications: 7 January 2011 to JNC-UNESCO)

[UNESCO/Israel \(MASHAV\) Co-Sponsored Fellowships Programme](#).

The Government of Israel is offering a number of fellowships to its training course "Educational Methodologies—Youth at Risk: Preventing School Drop-outs and Facilitating Reintegration" to be held in Israel from 17 January to 17 February 2011. It is open to School Principals, Counsellors, Supervisors and Lecturers at teacher training institutions. (**Deadline** for the submission of applications: 1 November 2011)

**UNESCO Fellow: Dunstan Newman**

Under the UNESCO Fellowships Programme Dunstan Newman was awarded a fellowship for a total duration of one month, to enable him to undertake studies in the field of Digital Preservation at the University of Florida in Gainesville (USA) commencing December 2010



# PHOTOS



UNESCO celebrated “the power of women’s literacy” on 8 September, International Literacy Day.

( from left)

- Gerrard L. "Gerry" McDaniel, Manager, Marketing & Public Relations & Executive Director, Dr. Allison Cross (seated) with a client at the JFLL booth,
- National Council for Senior Citizens attending to a client,
- Exhibition of Jamaica Library Service & JNC-UNESCO and
- Women’s Bureau “She is Royal” booth.



Secretary General Everton Hannam, JNC-UNESCO being interviewed by Devon Malcolm of Power 106

