



United Nations  
Educational, Scientific and  
Cultural Organization



Intangible  
Cultural  
Heritage

## Use of the Emblem of the Convention for Safeguarding the Intangible Cultural Heritage under Patronage

### PATRONAGE REPORTING FORM

*This document is available at the following web address:*

<http://www.unesco.org/culture/ich/en/forms/>

#### 1. Name, venue, date and organizer of the activity:

**Name**

Houtem Jaarmarkt

**Venue**

The annual winter fair “Houtem Jaarmarkt” takes place on the village square of Sint-Lievens-houtem and its surrounding streets. Address: Marktpllein, 9520 Sint-Lievens-Houtem, Belgium.

**Date**

The element takes place on November 11<sup>th</sup>, and November 12<sup>th</sup>, yearly.

**Organizer**

Gemeentebestuur Sint-Lievens-Houtem (local municipal authority – BE 0207 443 012)

Marktpllein 3

9520 Sint-Lievens-Houtem

Belgium

#### 2. What is the particular relevance of the activity to purposes and objectives the 2003 Convention and its compliance with the principles of the Convention?

Jaarmarkt, includes the tradition of a public gathering around a century old tradition. The organization of Houtem Jaarmarkt has developed into a professional body conforming the event to applicable legislation. This body has protect, within these necessary boundaries, the essence of the agricultural tradition. Through the recognition by UNESCO, the organization disposes of a powerful, extra stimulus to focus on this essence, and put forward the heritage element on every level. The organization has developed its actions as a best practice in contemporary and sustainable immaterial heritage safeguarding.

#### 3. Who were the audiences of the activity? (Please tick the five most relevant)

- ☐ UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
- ☐ Development agent (e.g. Intergovernmental Organizations, UN system)
- ☒ Policy maker (e.g. ministries, parliamentarians, local authorities)
- ☒ Civil Society (e.g. private persons, NGOs, companies)
- ☐ Scientists / researchers / academia
- ☐ Educators / teachers / trainers
- ☐ Youth / students
- ☒ Mass media

- ☒ Specialized media  
☐ Other (please specify) \_\_\_\_\_

4. **Was there any media coverage for your activity?** (Please specify the number of features)

<b>Type</b>	<b>Local</b>	<b>National</b>	<b>Regional</b>	<b>International</b>
<b>Print</b>	x		X	
<b>Radio</b>	x			
<b>Television</b>	x			
<b>Internet</b>	x	x	x	x

5. **How many people have been reached approximately through the communication about the activity?** 60.000 people

\_\_\_\_\_

6. **What was the effect of your activity for the Convention's visibility?** (Please tick the two most relevant)

- ☒ The name and linked logo of UNESCO and the 2003 Convention were made visible to new audiences  
☒ The purposes and objectives of the 2003 Convention were made known to new audiences  
☒ The achievements of the 2003 Convention were promoted to new audiences  
☐ UNESCO's publications ([www.unesco.org/publishing](http://www.unesco.org/publishing)) were promoted to new audiences

**Please send this questionnaire to the Secretariat of the 2003 Convention, together with, if relevant, the following materials:**

Information materials (especially those featuring the name or logo of the Convention for the Safeguarding of the Intangible Cultural Heritage), press clippings, radio recordings, television and video footage, statistics.

Since it concerns the reporting of several years ago, no concrete example can be added. Nevertheless, as an illustration, we send you the link to the website of Houtem Jaarmarkt [www.houtemjaarmarkt.be](http://www.houtemjaarmarkt.be), the Facebook page <https://www.facebook.com/houtemjaarmarktofficieel> and the blog <http://blog.houtemjaarmarkt.be>