



**Dña. MARÍA AGUNDEZ**  
**Subdirección General de Protección del Patrimonio Histórico**  
**Ministerio de Cultura y Deporte**  
**Plaza del Rey ,1**  
**28004-Madrid**

Baena a 10 de enero de 2020

Dear Mrs. Agundez, as you know for your extensive professional career, in the thirteenth session of the Intangible Cultural Heritage of UNESCO, celebrated on Port Louis, Republic of Mauritius, from November 26 to December 1, 2018, Baena and others 16 villages were inscribed on the list of Intangible Cultural Heritage by its drum-playing rituals.

It is the intention of the City Council and the Association of Holy Week Brotherhoods to use the logo that exists for this purpose as a vehicular element that highlights the prestige and cultural value of this ritual and its related elements.

As we know, the use of this emblem must be authorized by UNESCO, through the Ministry of Culture and Sports, as a national authority, so we send you the required form to be able to have this authorization in order to have it to promote the title received a year ago.

We hope to receive an affirmative answer and to be able to use the UNESCO emblem in the activities for promotion of the drum-playing rituals and its tradition.

Attached here are the documents mentioned in this letter, the LR 2018-No. 01208 of UNESCO and the certification of the Junta de Andalucía referred to the inventoried elements.

We hope that our request is going to be answered,

Best regards.

LA ALCALDESA



Cristina Piernagorda Albañil

PTE. AGRUPACIÓN DE COFRADÍAS



Guillermo I. Bernal Trujillo



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Sra., como conoce por su amplia trayectoria profesional, en la decimotercera sesión del Patrimonio Cultural Intangible de la UNESCO, celebrado el Port Louis, Republica de Mauricio, del 26 de noviembre al 1 de diciembre de 2018, el tambor de Baena, junto a otros 16 pueblos de distintas comunidades autónomas fue declarado oficialmente Patrimonio Inmaterial de la Humanidad.

Que es intención del Ayuntamiento y Agrupación de Cofradías de Semana Santa utilizar el logotipo que a tal efecto existe como elemento vehicular que resalta el prestigio y valor cultural de sus tradicionales tambores y elementos afines.

Como en los documentos que obran en nuestro poder el uso de dicho distintivo debe ser autorizado por la UNESCO, a través del Ministerio de Cultura y Deporte, como autoridad a nivel nacional, le hacemos llegar el formulario requerido para poder contar con esta autorización a fin de contar con ella para difundir el título recibido hace un año.

Esperamos poder contar con una respuesta afirmativa y poder utilizar el emblema de la UNESCO en las actividades para promoción y difusión del tambor y su tradición.

Se adjuntan a la presente los documentos a los que se hace referencia, el LR 2018-nº 01208 de la UNESCO y la certificación de la Junta de Andalucía sobre los elementos inventariados

Esperando que nuestra petición sea finalmente atendida le saluda atentamente.

LA ALCALDESA



Cristina Piernagorda Albañil

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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

### GENERAL CONDITIONS AND PATRONAGE REQUEST FORM

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

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

#### Scope of Patronage

The use of the emblem of the Convention for the Safeguarding of the Intangible Cultural Heritage in connection with the UNESCO's patronage is governed by the Operational Directives for the Implementation of the Convention for the Safeguarding of the Intangible Cultural Heritage (para 124-150) adopted in June 2010 by the General Assembly of the States Parties to the Convention. They can be consulted on the Internet at <http://www.unesco.org/culture/ich/en/directives/>.

The emblem of the Convention for the Safeguarding of Intangible Cultural Heritage shall be accompanied by UNESCO's logo and may not be used in isolation. In case of national activities particularly and before sending the completed patronage form to UNESCO, make sure that it is accompanied by official endorsements of your National Commission for UNESCO and National Authority in charge of managing the use of the emblem (in order to find which authority is in charge of this issue, please visit the web pages related to the use of the emblem - <http://www.unesco.org/culture/ich/en/emblem/>).

Please note that the request should be exclusively addressed to the Director-General and reach UNESCO at least three months prior to the anticipated beginning of the proposed activity.

The completed request form must be accompanied by activity-related layouts and examples of all the printed or audiovisual promotional materials (cinematographic works, books, banners, posters, invitations, etc.) which are expected to bear the emblem of the Convention.

Once the patronage form is completed and the relevant endorsements are received, please send them together with an official letter to UNESCO - by email: [ICH-emblem@unesco.org](mailto:ICH-emblem@unesco.org), by fax +33 (0)1 45 68 57 52 or by post using the address below:

Office of the Director-General  
UNESCO  
7, place de Fontenoy  
75352 Paris 07 SP  
France

In your request, you should specify the language version(s) for the emblem(s) you require, that is Arabic, Chinese, English, French, Spanish or Russian.

The use of the emblem of the Convention for the Safeguarding of the Intangible Cultural Heritage is only limited to one specific non-permanent activity. The patronage and authorization to use the emblem of the Convention for the Safeguarding of Intangible Cultural Heritage end with the termination of the proposed activity. If the activity takes place again in the future, patronage must be requested anew.

## **Emblem Specifications**

UNESCO decides on the specific type of logo that should apply to each patronage granted. If your request is approved, you will get an electronic file containing a high resolution version of the 2003 Convention emblem, which will enable you to reproduce the emblem on the information material related to the activity. Please note that the emblem of Convention for the Safeguarding of Intangible Cultural Heritage must not be modified or changed in any manner. It must be featured in its minimum size of 12 mm, measured for the height of temple symbol alone. If the emblem is not suitable because of its size, format or any other reasons, you should contact [ICH-emblem@unesco.org](mailto:ICH-emblem@unesco.org) for guidance on how to proceed.

Once your request is approved, you will be asked to complete a Patronage Reporting Form and send it to the Intangible Cultural Heritage Section no later than one month after the end of the activity for which patronage has been granted (six months for publications and audio-visual productions).

# PATRONAGE REQUEST FORM FOR THE USE OF THE EMBLEM OF THE CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

Before filling this form, you are invited to first contact the National Commission for UNESCO and, if applicable, the national authority in charge of managing the use of the emblem of the Convention in your country to ensure your request is eligible. To find out which authority is in charge of the questions relating to the use of the 2003 Convention emblem, please check the website of the Intangible Cultural Heritage Section: <http://www.unesco.org/culture/ich/en/emblem/>

## 1. Name of the proposed activity

Promotion measures of Drum-Playing rituals

## 2. Start and end date of the proposed activity

March, 26<sup>th</sup> to April, 12<sup>th</sup> of 2020. Easter week and the previous week. Eve of the festivity of San José.

## 3. Venue of the proposed activity

Baena, Córdoba. Spain.

## 4. Name and contact details of your organization

Name of the organization: Excmo. Ayuntamiento de Baena  
Address: Plaza de la Constitución, 1. Baena, Córdoba. Spain.  
Telephone number: (34) 957665010  
Fax number: -  
E-mail address: [alcaldia@ayto-baena.es](mailto:alcaldia@ayto-baena.es)  
Other relevant information:  
Co-organizes: Agrupación de Cofradías de Semana Santa de Baena  
Adress: C/ Mesones n 37. Centro de interpretación de la Semana Santa  
Telephone number: (34) 659 23 84 27  
E-mail address: [presidente@acofradiasbaena.com](mailto:presidente@acofradiasbaena.com)

## 5. Legal identity of your organization and its registration number

Ayuntamiento de Baena CIF P-14007001

Agrupación de Cofradías de Semana Santa de Baena, con CIF G-14278253, inscribed in the Registro de Entidades Religiosas número 023793

Name of the organization:	AGRUPACIÓN DE COFRADÍAS DE SEMANA SANTA DE BAENA
Address:	C/ MESONES, 37. Baena, Córdoba. Spain.
Telephone number:	(34) 659238427
Fax number:	--
E-mail address:	presidente@acofradiasbaena.com
Other relevant information:	

**6. Your name and contact details**

**7. Please provide a full description of the proposed activity.**

The main activity is the Holy Week of Baena itself. Specifically, the Association of Brotherhoods desires the use of the UNESCO logo in the promotional material of this important week in the town. The emblem would be collected in physical support of posters, brochures and the magazine 'Cabildo'. This magazine is presented to the public on the Sunday before Palm Sunday (03.26.2020) in an act of celebration known as the "pregón" of the Easter week.

It would also be included in the website of the Association of Brotherhoods of the Holy Week of Baena, which both this institution and the City Council have redesigned for the achievement of the Internacional Tourist Interest Declaration, adjusting it to current regulations.

It is also the desire of both the City Council and the Association of Brotherhoods, the use of the UNESCO emblem on the Eve of the festivity of San José (St. Joseph), in March, the 18th. It is a tradition in the locality that in the evening night, the drums occupy the streets and sound incessantly until dawn. The logo would be used in the posters to promote this celebration.

**8. Are all of the financial and technical means guaranteeing the successful implementation of the proposed activity well in place at the time of this request? Please describe in details.**

The financing and implementation of all promotional activities have a planned budget in the City Council of Baena as well as in the Association of Holy Week Brotherhoods..

**9. Please indicate on what publicity and promotional materials the requested linked emblem of UNESCO and the 2003 Convention will be used (for example: invitation letters, printed programmes, banners, websites, etc.)**

The emblem of UNESCO and the 2003 Convention will be used on different media: printed, digital posters, especially in websites and social networks. Its use is also planned in promotional videos that are intended to be broadcast both on television and on web platforms as well as its projection in events related to Holy Week and the drum-playing rituals.

**10. Please give information on the scale of the proposed activity (for example: is it international and regional significance or is it sub-regional or national scope?)**

The objective is to reach a greater promotion at a national and international scope, giving the drum-playing rituals and the Holy Week itself a greater projection.

**11. Please indicate the number of participants and the key audience of your proposed activity (for example: are they researchers/scientists/academics; teachers/educators /trainers; students/youth; politicians/decision makers/civil servants; or development agencies such as NGOs and IGOs?)**

The target audience of the activities will be lovers of drum-playing rituals and its tradition. This will be the whole town of Baena and its region as well as historians, researchers, professors and teachers, young people, drum artisans as well as all those involved in the elaboration of it, such as carpenters, tanners, etc.

The number of participants will depend on the activity to be developed. For example, in Holy Week the number of people of all social strata and of all ages who play the drum in Baena exceeds 3,000. All of them dressed with its specific clothing. On the other hand, in the celebration of the Eve of San José, a tradition in which the drum is the main character, more than 5,000 people participate, in this case without specific clothing.

**12. Please elaborate on the media visibility of your proposed activity. (for example: will there be any media coverage; if so, in which media and at what level?)**

The activities related to the drum have a wide media coverage from written press to television. In recent years it has been extended to websites of both general and specialized media.

**13. Please explain your proposed activity's relevance to the 2003 Convention's purposes and objectives and its compliance with the principles of the Convention.**

The activities to be developed are included within the objectives of the 2003 Convention, for the promotion and dissemination of the intangible cultural heritage, in this case the Drum-playing rituals, an important tradition in the history of Baena, and a development engine of the city from the artisan and touristic point of view.

**14. Please provide the following attachment(s):**



- Letter of endorsement of the National Commission
- Letter of endorsement of the National Authority in charge of managing the use of the emblem of the Convention in your country (if different from the National Commission)

**Signed by:**

**Dated:**

CRISTINA PIERNAGORDA ALBAÑIL



14 DE ENERO 2020

**Please now send this form to the Office of the Director-General, preferably filled in electronically:**

Office of the Director-General

UNESCO

7, place de Fontenoy 75352 Paris 07 SP France

Tel: +33 (0)1 45 68 43 95

Fax: +33 (0)1 45 68 57 52

E-mail: [ICH-emblem@unesco.org](mailto:ICH-emblem@unesco.org)

## WAIVER OF LIABILITY FOR THE USE OF THE EMBLEM OF THE CONVENTION FOR THE SAFEGUARDING OF THE INTANGIBLE CULTURAL HERITAGE

The undersigned acknowledges that, in using the emblem of the Convention for the Safeguarding of the Intangible Cultural Heritage as explained in its submission dated \_\_\_\_\_:

- the undersigned is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- UNESCO does not assume any responsibility for the activities of the undersigned; and
- the undersigned shall hold harmless and defend UNESCO and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the Emblem.

Title / Name

Signature

Date