

# BOOST FROM UNESCO – WHAT HAPPENED?

## THE LAND OF LEGENDS

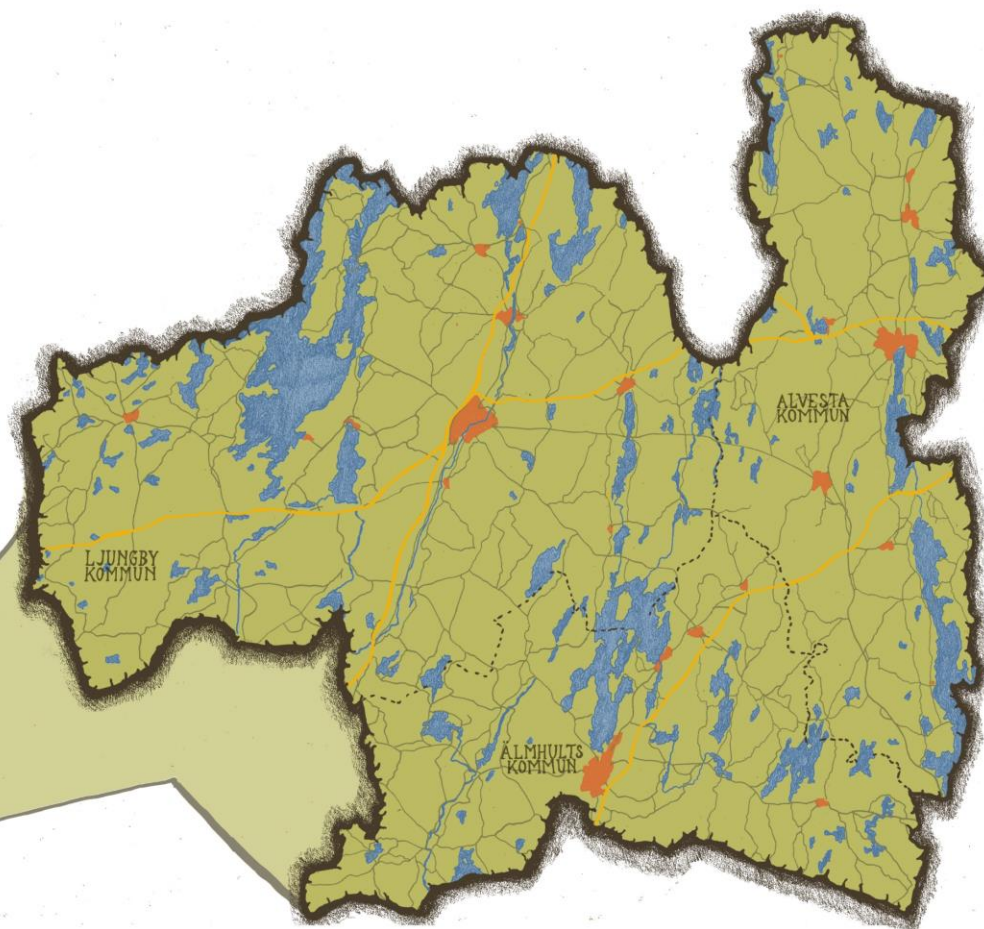
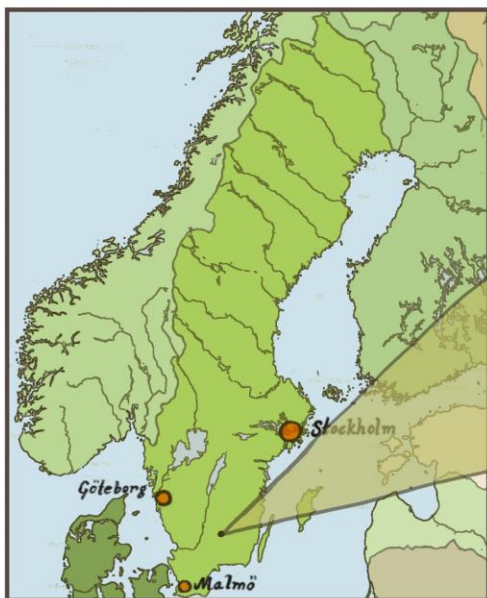
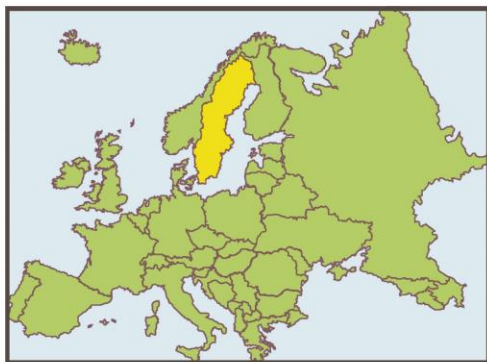
Inscribed on the Register of  
Good Safeguarding  
Practices

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# The Land of Legends, Småland



# THE STORYTELLING NETWORK OF KRONOBERG

NGO, Board

## THE LAND OF LEGENDS (staff)

### STORYTELLING FESTIVAL 1990

- The oldest in the Nordic countries
- International, national, local
- Performances, lectures, workshops, tours, other ICH
- Minorities
- Storytelling Prize

### LEGENDARY PLACES 1999

- Ljungby, Alvesta and Älmhult – 3 municipalities
- 41 cabinets with legends
- 40 geocachers
- Apps
- Performances

### THE MUSEUM OF LEGENDS 1999

- Tours, performances
- Educational activities
- 3 months-dementia
- University courses
- International cooperations
- Projects, integration, exhibitions
- Book publishing
- Old-age homes
- Courses in transmitting
- Adding new stories

**Culture, Tourism, Education, Health and social care, Business**



# 30 YEARS, TOGETHER!



- Storytellers
- Listners
- NGOs
- Schools
- Universities
- Municipalities
- County Board
- Region Kronoberg
- State
- Local – international co-operations



## ONE PARTICULAR FRIEND CAME...

- The Convention for the Safeguarding of the Intangible Cultural Heritage
- 2011 Ratified the convention
- 2011 Part of the Swedish national implementation work
- 2014 Accredited NGO
- 2014-2015 UNESCO instructor course
- 2015 The Swedish national list
- 2016 Swedish UNESCO Prize
- 2016-2017 Project-Nordic Safeguarding Practices
- 2017 The Swedish Government nominated the Land of Legends to the Register
- 2018 Member of the board of ICH NGO Forum
- 2018 The Register of Good Safeguarding Practices, one out of 20
- 2019 Seminar at the Swedish Government Offices
- 2019 Many requests



# WHAT HAPPENED?

## ALONG THE WAY

- PRIORITY ICH
- Prioritized in the region and the municipality's cultural plan
- Priority issue in our Brussels office, the second year
- Priority as the focus area of the municipality
- Parliamentary group in the municipality
- Minister Visits
- Closer contact with the authorities, the Ministry of Culture, the Swedish National Commission for UNESCO, The Institute for Language and Folklore
- Nordic network



# WHAT HAPPENED?

## AFTERWARDS

- International contacts at a new level
- Many requests
- Estonia, Latvia, Lithuania, Finland, Norway, Denmark, Scotland, Belgium, France, Colombia, UAE, Moldova, Brasil, USA, Kyrgyzstan, Ghana, Kenya, Germany, Greece, England
- 9 journeys abroad -2019
- Study visits – national - international



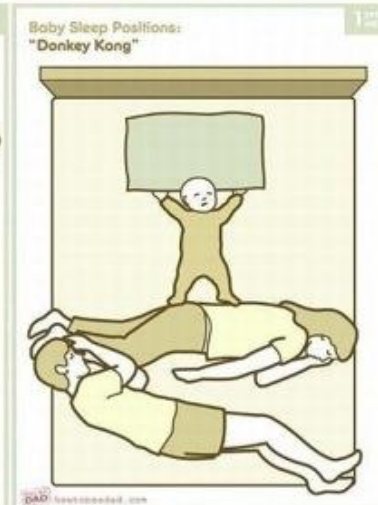
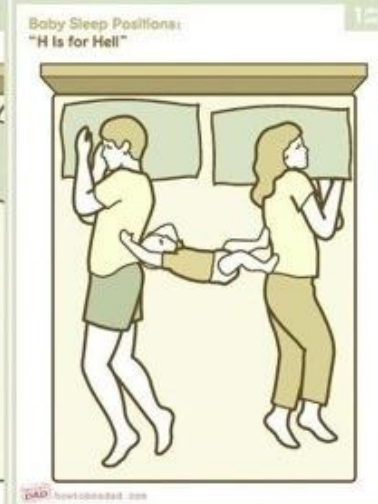
# WHAT'S UP?

- Kronoberg develops an **international arena** for oral storytelling – a 3 years project,
- Pre-study for an **international institute** for oral storytelling, research and education.
- ? Money ?





# HAPPILY EVER AFTER?



**TO BE CONTINUED...**

