

ที่ ศธ 0604/ 4605

สำนักงานคณะกรรมการการอาชีวศึกษา
กระทรวงศึกษาธิการ กทม. 10300

11 สิงหาคม 2558

เรื่อง การจัดงานสัปดาห์วัฒนธรรมของซีมีโอ ปี 2558

เรียน ผู้อำนวยการสถานศึกษาและหน่วยงานในสังกัดสำนักงานคณะกรรมการการอาชีวศึกษาทุกแห่ง

สิ่งที่ส่งมาด้วย รายละเอียดที่เกี่ยวข้อง จำนวน 1 ชุด

ด้วยศูนย์ระดับภูมิภาคว่าด้วยโบราณคดีและวิจิตรศิลป์ของซีมีโอ (ศูนย์ซีมีโอสปาฟา) และศูนย์ระดับภูมิภาคว่าด้วยการเรียนแบบเปิดของซีมีโอ (ศูนย์ซีมีโอซีโมเลค) กำหนดจัดงานสัปดาห์วัฒนธรรมของซีมีโอ ปี 2558 “SEAMEO Cultural Week 2015” ระหว่างวันที่ 2 – 6 พฤศจิกายน 2558 ซึ่งเป็นส่วนหนึ่งของกิจกรรมการเฉลิมฉลองครบรอบการก่อตั้งองค์การซีมีโอ 50 ปี โดยรับสมัครสถานศึกษาเพื่อส่งวิดีโอความยาว 2 – 5 นาที ที่แสดงถึงรูปแบบมรดกภูมิปัญญาทางวัฒนธรรม เช่น การแสดงพื้นเมือง ดนตรี หัตถกรรม อาหารพื้นเมือง การเล่าเรื่องผ่านศิลปะ หรือการเล่นกีฬาต่าง ๆ โดยสถานศึกษาที่สนใจสามารถส่งแบบฟอร์มและใบสมัครไปยังศูนย์ซีมีโอสปาฟา ทาง e-mail : spafa@seameo-spafa.org หรือโทรสาร 0 2280 4030 ภายในวันที่ 31 สิงหาคม 2558 ทั้งนี้ สถานศึกษาที่ได้รับการคัดเลือก 10 แห่ง จะได้รับเงินรางวัลแห่งละ 200 เหรียญสหรัฐ และวิดีโอที่ผ่านการคัดเลือกจะได้รับการเผยแพร่ทางช่อง youtube ของศูนย์ซีมีโอสปาฟา ในช่วงวันที่ 2 – 6 พฤศจิกายน 2558 สำหรับข้อมูลเพิ่มเติมสามารถสอบถามได้ที่ Mr. John Paul Itao ทาง e-mail : john@seameo-spafa.org รายละเอียดตามสิ่งที่ส่งมาด้วย

จึงเรียนมาเพื่อโปรดทราบและดำเนินการในส่วนที่เกี่ยวข้องต่อไป จักขอบคุณมาก

เรียน
ผู้อำนวยการ
สถานศึกษา

ขอแสดงความนับถือ

7 ม.ค. 58

(นายอภิรักษ์ คลังแสง)

รองเลขาธิการ ปฏิบัติราชการแทน

สำนักนโยบายและแผนการอาชีวศึกษา

เลขาธิการคณะกรรมการการอาชีวศึกษา

โทร. 0 2281 5555 ต่อ 1708

โทรสาร 0 2280 4487

เรียน ผู้อำนวยการวิทยาลัยสารพัดช่างต่างๆ

๑. เพื่อโปรดทราบ

๒. เพื่อดำเนินการ

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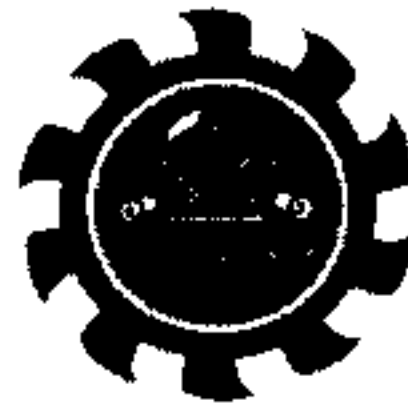
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SOUTHEAST ASIAN MINISTERS OF EDUCATION SECRETARIAT

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Ref: 12.301.5/608/15

21 July 2015

สำนักความสัมพันธ์ต่างประเทศ
เลขที่ 2814 (21)
วันที่ 22 กรกฎาคม 58
เวลา 15.11
ทำเนียบรัฐบาล

Assoc Prof Dr Kamjon Tatiyakavee, ME
Permanent Secretary
Ministry of Education
Rajdamnern Avenue
Dusit, Bangkok 10300

Dear Assoc Prof Dr Kamjon,

Call for Participation in SEAMEO CULTURAL WEEK 2015
*"A Regional Interactive Platform for Southeast Asian Schools to
Produce and Share Videos and Comments on Cultural Heritage"*

Greetings from the Southeast Asian Ministers of Education Organization Secretariat (SEAMEO Secretariat) and the SEAMEO Regional Centre for Archaeology and Fine Arts (SEAMEO SPAFA). With the kind support of SEAMEO Regional Open Learning Centre (SEAMOLEC), we are pleased to announce that SEAMEO SPAFA and SEAMEO Secretariat are jointly organizing "SEAMEO Cultural Week 2015".

This programme, a SEAMEO-wide initiative, will result in the creation of an online platform of video documentation, knowledge-sharing and comment-exchange on intangible cultural heritage practices from across the Southeast Asian region, to be published on youtube.com.

The project's objectives are to:

1. Enhance the understanding of Southeast Asia's cultural diversity and traditions;
2. Strengthen collaborations between schools, education ministries, and SEAMEO centres across the region in promoting interactive platforms for the youths of Southeast Asia to appreciate the region's cultures;
3. Create an interactive media platform for the youths of Southeast Asia to exchange knowledge and information on each other's respective cultures; and
4. Engage schools in the development of video documentation on their respective cultural heritage, which can be utilized as resource materials in the future.

Through an open call for submissions sent via SEAMEO Centres and the Ministries/Department of Education of SEAMEO Member Countries, schools across Southeast Asia are invited to submit videos that show local forms of intangible cultural heritage, such as:

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- a traditional dance performance,
- a traditional song performance,
- traditional craft-making,
- cooking a traditional dish,
- story-telling through art, or
- playing a traditional game.

In this regard, SEAMEO Secretariat and SEAMEO SPAFA would like to ask for your good office's kind cooperation in disseminating the information related to the call for video entries across your network of schools in order to ensure multi-country participation in this project and to promote regional collaboration.

For participating in this programme, we request schools to submit the "Video Entry Form" by **31 August 2015**. The last day for video submissions is **30 September 2015**.

Videos submitted will be published on SEAMEO SPAFA's Youtube Channel, which already benefits from a strong viewership worldwide, during SEAMEO Cultural Week on **2-6 November 2015**. Ten (10) awards of US\$200 each will be disbursed to the schools of the students who post winning answers/comments to the various 'mini-essay' questions. Each winning school will also obtain a "Winning Certificate". In addition, all participating schools will receive a "Certificate of Participation".


For further information, kindly refer to the attached documents (Programme Information Note and Project Guidelines), or please contact Mr John Paul Itao, Communications Officer of SEAMEO SPAFA, via e-mail at john@seameo-spafa.org.

Your good office's kind support of this programme is highly appreciated.

Yours sincerely,



M R Rujaya Abhakorn
SEAMEO SPAFA Centre Director



Gatot Hari Priowirjanto
Director, SEAMEO Secretariat

Encl: As stated

cc: Ms Duriya Amatavivat, Director, Bureau of International Cooperation



SEAMEO

SEAMEO CULTURAL WEEK 2015

(a part of SEAMEO's 50th Anniversary Celebration)



CALL FOR PARTICIPANTS/VIDEO SUBMISSIONS

We are looking for Schools across Southeast Asian Countries (Primary, Secondary and Higher Secondary) to prepare two (2) and five (5) minutes in total length videos presenting a local form of their cultural heritage. Each video file should not exceed 500 megabytes (500 MB) in size.

Videos from two (2) to three (3) Southeast Asian countries will be published over five (5) days during a week's period called 'SEAMEO Cultural Week', where the selected videos will be published online on SEAMEO SPAFA's Youtube Channel.

Deadline for submission of video entry form: 31 August 2015

Deadline for video submissions: 30 September 2015

THEMES FOR VIDEO SUBMISSIONS

Video documentation of a local cultural heritage practice, such as:

- a dance,
- a song,
- traditional craft-making,
- cooking a traditional dish,
- storytelling through drawing/painting, or
- playing a traditional game.

DETAILS ON "SEAMEO CULTURAL WEEK"

SEAMEO Cultural Week will provide participating Southeast Asian countries and schools the opportunity to share their cultural heritage with viewers across the region and beyond. Video-viewers will be asked to write mini-essays in response to questions posted by SEAMEO moderators on the video footage once uploaded. Prize for the Winning Youtube Comment: US\$200 (to be disbursed to the school of the student/class/school who posts the winning comment).

CONTACT DETAILS

For more information, please e-mail Mr. John Paul Itao at john@seameo-spafa.org or visit www.seameo-spafa.org

Find SEAMEO SPAFA on Social Media



SPAFA's YouTube Channel



Twitter: @seameospafa



SPAFA's Facebook: www.facebook.com/pages/Seameo-SPAFA/167740280596594



Instagram: Seameo SPAFA



Information Note SEAMEO Cultural Week 2015

Programme Category:	Collaborative Project
Type:	Education
Collaborators:	SEAMEO SPAFA SEAMEO Secretariat SEAMEO Centres Ministries of Education/Department of Education of SEAMEO Member Countries
Date/Duration:	May 2014 – November 2015 Online/"Live" Publication: 2-6 November 2015
Venues:	Schools across 11 Southeast Asian countries, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, and Vietnam

Rationale

With the upcoming launch of the 2015 ASEAN Socio-Cultural Community and the 50th anniversary celebration of regional cooperation through the work of SEAMEO, the need to share and understand one another's culture throughout the region has become increasingly clear. Shedding light on shared culture and developing appreciation for diversity through the active participation of youths across Southeast Asia is a key to developing a sense of community and to promote mutual knowledge and understanding, in the aim of fostering regional cooperation and peace for the future.

Description

As part of the SEAMEO 50th anniversary celebrations, SEAMEO SPAFA proposes to put together "SEAMEO Cultural Week 2015", an online video and comment-sharing platform via Youtube. The project would consist of requesting participating schools to create video documentation of a local cultural heritage practice – dance, song, traditional craft-making, cooking a traditional dish, storytelling through drawing/painting, playing a traditional game – and would require the active participation of SEAMEO centres and Ministries/Department of Education across the region to publicize the project and collect the videos in schools across Southeast Asia. In so doing, each participating country and school will have the opportunity to share their cultural heritage with viewers across the region and beyond.

In order to carry out this project, **SEAMEO SPAFA asks for the active participation of SEAMEO Centres to approach local schools (2 schools minimum)** to ask them to prepare videos presenting a local form of cultural heritage that falls within the following categories:

1. dance,
2. song,
3. traditional craft-making,
4. cooking a traditional dish,
5. storytelling through drawing/painting, and
6. playing a traditional game

An open call for video submissions will also be posted across SEAMEO communication networks and to the Ministries of Education/Departments of Education of SEAMEO Member Countries. Each video would have to be representative and reflective of local cultural heritage and should be 2 to 5 minutes in duration. SEAMEO Centres will be responsible for collecting the videos and must submit at least two (2) videos in order to ensure a solid and varied database of video resources.

During SEAMEO Cultural Week on 2-6 November 2015, videos from two (2) to three (3) countries will be published over five (5) days. SEAMEO Centres and Ministries/Department of Education are to promote having these videos screened in schools during that time. School heads/principals will be asked to call an assembly of students and to play the uploaded videos each day of SEAMEO Cultural Week. Alternatively, the videos may be screened during any classroom time (homeroom, cultural studies, history, geography, arts, physical education, etc.). After viewing the videos, educators and students will be asked to engage in a discussion in answer to the mini-essay questions posted by SEAMEO/SEAMEO SPAFA. Ten prizes of \$200 will be disbursed to the school of the students that publish a winning 'comment'.

Objectives

1. Enhance the understanding of Southeast Asia's cultural diversity and traditions.
2. Strengthen collaborations between schools, education ministries, and SEAMEO centres across the region in promoting interactive platforms for the youths of Southeast Asia to appreciate the region's cultures.
3. Create an interactive media platform for the youths of Southeast Asia to exchange knowledge and information on each other's respective cultures.
4. To engage schools in the development of video documentation on their respective cultural heritage, which can be utilized as resource materials in the future.

Target Group/Beneficiaries

- Primary, secondary and higher secondary schools across 11 Southeast Asian countries, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste and Vietnam.
- SEAMEO Centres
- Education Ministries/Departments of Education of 11 Southeast Asian countries

Output

A "SEAMEO Cultural Week 2015" Youtube Channel publishing online videos of performances from schools across Southeast Asia, providing a media platform of cultural exchange through the viewing of videos and through the sharing of comments on the videos.

Sustainability

- Cultural heritage plays an important role in society insofar as it can be a source of information, as well as a symbol of identity. Putting together the "SEAMEO Cultural Week 2015" Youtube Channel is not only a one-week event to encourage cultural exchange, it is also a permanent resource for the general public to view cultural heritage among youths across the region for educational and entertainment purposes, as well as documentation of a region-wide participation in celebrating cultural heritage and diversity in Southeast Asia.

For more information, please e-mail Mr John Paul Itao at john@seameo-spafa.org.

TIMELINE

- Deadline of Submission of video entry form: **31 August 2015**
- Deadline of Submission of video documentation to SEAMEO: **30 September 2015**
- Public launch of SEAMEO Cultural Week Youtube media platform: **2 November 2015**



Project Guidelines SEAMEO Cultural Week 2015

WHAT IS INTANGIBLE CULTURAL HERITAGE?

According to UNESCO's "Text of the Convention for the Safeguarding of the Intangible Cultural Heritage":

1. *The "intangible cultural heritage" means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. [...]*
2. *The "intangible cultural heritage" [...] is manifested inter alia in the following domains:*
 - (a) *oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;*
 - (b) *performing arts;*
 - (c) *social practices, rituals and festive events;*
 - (d) *knowledge and practices concerning nature and the universe;*
 - (e) *traditional craftsmanship.*

(<http://www.unesco.org/culture/ich/en/convention/>)

With this in mind, this project, through the exchange of video documentation, aims to promote sustainable development in the region and to enhance mutual respect among communities, groups and individuals. The knowledge of each other's intangible cultural heritage is key to embracing shared cultural expressions and cultural diversity, and to developing mutual appreciation and respect.

VIDEO SUBMISSION GUIDELINES

- SEAMEO Cultural Week Video Entry Form Deadline: **31 August 2015**
- Video Submission Deadline: **30 September 2015**
- Each video should last between **two (2) and five (5) minutes in total length.**
- Videos should be submitted in **any of the following formats:**

o .avi	o .wmv
o .mkv	o .mpegps
o .mov	o .flv
o .mpeg4	o .3gpp
o .mp4	o .WebM
- Each video file should not exceed 500 megabytes (500 MB) in size.

- Videos should be uploaded to a private Google Drive file-sharing platform link, which will be communicated to participants upon receiving the SEAMEO Cultural Week 2015 Video Entry Form.

***NOTE:** In order to access Google Drive, a Google account is required. Therefore, if one does not have a Google account, please sign up for a FREE account here: <https://accounts.google.com/signup>. It is quick and easy to do, and accounts are free.*

- **Category-specific guidelines:**
 - o **Dance:** the performers should wear traditional clothing (or the school's uniform)
 - o **Song:** the performers should try to use body language (hand gestures) to help convey the meaning in order to help overcome language barriers
 - o **Traditional Craft-Making:** the performer(s) should use local organic materials (local leaves/plants, seashells, etc.)
 - o **Cooking a Traditional Dish:** the performer(s) should present each of the uncooked ingredients at the beginning of the video
 - o **Storytelling through Art:** the performer(s) should draw or paint each scene in order to help overcome the language barrier and display each drawing/painting to the camera in the order of the storyline.
 - o **Traditional Game:** the performer(s) should display all the materials and space necessary to play this game, and then play the game in real time.
- There is no limited number of submissions per school. Each school may submit as many videos as desired.

VIEWING GUIDELINES

- Videos will be published online on SEAMEO SPAFA's Youtube Channel: <https://www.youtube.com/user/SEAMEOSPAFA>
- To view the uploaded videos more easily, click on the 'Playlists' tab, and select the "SEAMEO Cultural Week" playlist.
- Between 2 and 6 November 2015, SEAMEO SPAFA will publish all the videos received from 2-3 countries each day. By the last day (6 November 2015), all the videos from 11 Southeast Asian countries (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, and Vietnam) will have been published.
 - Between 2 and 6 November 2015, it is recommended that these videos be shown at a school assembly or in school classrooms across 11 Southeast Asian countries, regardless of whether the school submitted a video or not. They can be shown during 'Homeroom' / 'Contact Time' / 'Form Teacher' period, Cultural Studies class, History class, Geography class, Arts class, Physical Education class, etc. Following the video viewings, teachers should initiate a discussion on the 'mini-essay' question posted as a comment from SEAMEO SPAFA (see the following "Awards Guidelines").

AWARDS GUIDELINES

- All participating schools will receive a **"Certificate of Participation"** (in digital format; hardcopies only available upon request).
- Some videos posted will include a **'mini-essay' question** from SEAMEO SPAFA in the video description section just below the video title and sharing options (if you cannot see the entire question, please click on "Show More"). This question aims to initiate a **discussion among viewers** to reflect on, draw similarities with, or demonstrate the unique characteristics of the various forms of intangible cultural heritage throughout the region. Awards will go to the school that posts a winning comment to this 'mini-essay question'.
- Ten (10) awards of US\$200 each will be disbursed to the schools of the students who post winning answers/comments to the various 'mini-essay' questions. Each winning school will also obtain a **"Winning Certificate"** (digital, hardcopies available upon request).
- Awards Criteria:
 - o Answers should be no longer than 300 words.
 - o Please note that each school may not receive more than one prize
- **Only registered government and private schools may be eligible for the award prize.**
- **Only schools that have submitted the Video Submission Form, and are therefore registered participating schools in the project, are eligible for award consideration.**

For more information, please e-mail
Mr John Paul Itao at john@seameo-spafa.org.
Website: www.seameo-spafa.org, www.seameo.org



SEAMEO CULTURAL WEEK 2015

VIDEO ENTRY FORM

Please confirm your participation by completing this SEAMEO Cultural Week 2015 Video Entry Form. Kindly return it to SEAMEO SPAFA by email: spafa@seameo-spafa.org or fax: +66-2280-4030 at your earliest convenience or no later than **31 August 2015**.

Videos should be submitted no later than **30 September 2015**.

PROFILE

Title: Prof Dr Mr Mrs Ms Others (please specify) _____

Name: _____

Sex: Male Female

Nationality: _____

Title of Position/Designation (student, teacher, principal): _____

Name of School: _____

School Contact Address: _____

Postcode: _____

Country: _____

Tel No. _____

Fax No. _____

E-mail Address (mandatory to establish communication for video sharing): _____

Video Title: _____

Video Theme:

Dance

Song

Traditional Craft-Making

Cooking a Traditional Dish

Storytelling through Art

Traditional Game

(Delete wherever appropriate)

Name of the intangible cultural heritage practice (dance, song, craft-making, dish, story, game) depicted in the video

(in English/English transcription and in the local language):

Examples:

Robam Kuos Trolok Cambodian Coconut Dance

Vietnamese *Vi / Giặm* Singing

Making Indonesian *Balik*

Cooking *Phad Thai* Fried Noodles

The Malay Story of the Clever Mouse Dear (*Hikayat Pelanduk Jenaka*)

Playing *Sipa* in the Philippines

Brief Description of the intangible cultural heritage practice depicted in the video (app. 150-200 words)

ADDITIONAL VIDEOS

2 Video Title:

Video Theme:

Dance

Song

Traditional Craft-Making

Cooking a Traditional Dish

Storytelling through Art

Traditional Game

(Delete wherever appropriate)

Name of the intangible cultural heritage practice (dance, song, craft-making, dish, story, game) depicted in the video

(in English/English transcription and in the local language):

Examples:

Robam Kuos Trolok Cambodian Coconut Dance

Vietnamese *Vi / Giặm* Singing

Making Indonesian *Batik*

Cooking *Phad Thai* Fried Noodles

The Malay Story of the Clever Mouse Dear (*Hikayat Pelanduk Jenaka*)

Playing *Sipa* in the Philippines

Brief Description of the intangible cultural heritage practice depicted in the video (app. 150-200 words)

3 Video Title:

Video Theme:

Dance

Song

Traditional Craft-Making

Cooking a Traditional Dish

Storytelling through Art

Traditional Game

(Delete wherever appropriate)

Name of the intangible cultural heritage practice (dance, song, craft-making, dish, story, game) depicted in the video

(in English/English transcription and in the local language):

Examples:

Robam Kuos Trolok Cambodian Coconut Dance

Vietnamese *Vi / Giặm* Singing

Making Indonesian *Batik*

Cooking *Phad Thai* Fried Noodles

The Malay Story of the Clever Mouse Dear (*Hikayat Pelanduk Jenaka*)

Playing *Sipa* in the Philippines

Brief Description of the intangible cultural heritage practice depicted in the video (app. 150-200 words)

Please use additional sheets if necessary.