

A red circular logo with the text "SEA" and "CHA" in white serif font, stacked vertically.

SEA  
CHA

A low-angle photograph of a traditional Southeast Asian wooden structure, possibly a temple roof or gate, featuring intricate carvings and a large, ornate, curved wooden finial. The structure is set against a clear blue sky.

# South East Asian Cultural Heritage Alliance

Nguyen Duc Tang  
Chairperson



**South East Asian  
Cultural Heritage  
Alliance**

# Who We Are

---

A non-profit and digital-based network of Southeast Asian civil society organizations, dedicated to active engagement in the preservation and safeguarding of cultural heritage across South East Asia region



**South East Asian  
Cultural Heritage  
Alliance**

## Founding Organizations

---



**Indonesian Heritage Trust**



**Penang Heritage Trust**



**Yangon Heritage Trust**



**Heritage Conservation  
Society of the  
Philippines**



**Singapore Heritage Society**



**The Siam Society  
Under Royal  
Patronage**



**Center for Research and  
Promotion of Cultural  
Heritage of Vietnam**





**South East Asian  
Cultural Heritage  
Alliance**

## **Founding Members Representatives**

---



**Indonesian Heritage Trust**



**Penang Heritage Trust**



**Yangon Heritage Trust**



**Heritage Conservation  
Society of the  
Philippines**



**Singapore Heritage Society**



**The Siam Society  
Under Royal  
Patronage**



**Center for Research and  
Promotion of Cultural  
Heritage of Vietnam**



**South East Asian  
Cultural Heritage  
Alliance**

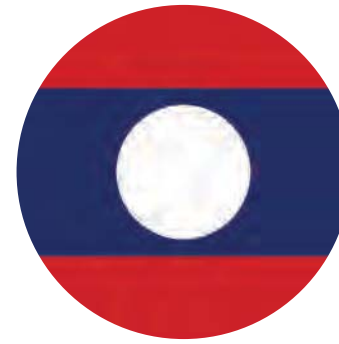
## Founding Members

---

## 2021 onwards

SEACHA is to complete legal registration.

Other ASEAN civil society organizations  
and NGOs are invited to join SEACHA.



### **Mulberries**

Lao People's Democratic Republic



Brunei Darussalam



Kingdom of Cambodia



## Our Objectives

- To promote effective government-community partnership in cultural heritage management
- To strengthen the ASEAN Socio-Cultural Community as a people-centered third pillar of ASEAN, and
- To give organizational expression to the ASEAN Declaration on Cultural Heritage's emphasis on “creative communities of human persons”





**South East Asian  
Cultural Heritage  
Alliance**

## **Our Focus**

---

The Alliance focuses on establishing a cultural heritage “Social Contract” within ASEAN. It will link government, the people, and the business sector in a joint commitment to cultural heritage protection policies and actions to safeguard ASEAN cultural heritage for future generations.

The Social Contract includes but is not limited to cultural heritage related law and regulation, cultural heritage governance, cultural heritage education, cultural heritage civil society, and community capacity building in cultural heritage.

The member organisations will work cooperatively inter-ASEAN and will dialogue with the ASEAN Inter-Parliamentary Assembly (AIPA), the ASEAN Council of Culture Ministers, and other appropriate ASEAN groups.



**South East Asian  
Cultural Heritage  
Alliance**

**Be a forum for robust discourse about heritage** among ASEAN heritage professional practitioners, civil society and community organisations, and interested members of the general public, and promote public awareness of the importance of heritage protection as a vital component of sustainable national and regional development.

## **Our Missions**

---

**Be a think-tank and resource centre, supporting ASEAN's policy and decision makers** in heritage, through analysis, consultation, training, organising seminars and conferences, and highlighting to governments and the general public key issues of heritage, acting as a responsible "third force", indigenous to ASEAN but independent of official, transnational, and commercial stakeholders, and serving as a bridge between the heritage interests and goals of people, business and government.





**South East Asian  
Cultural Heritage  
Alliance**

## **Our Missions**

---

**Be a responsible, locally-based advocate** to propose “development of heritage management programmes in ASEAN to place cultural heritage at the heart of the ASEAN community building efforts” and “creative solutions to protect heritage sites from damaging commercialisation and urbanisation”, to the ASEAN Ministers Responsible for Culture and Arts and to the ASEAN Senior Officers Meeting for Culture and Arts, as set forth in the Vientiane Declaration.





# Southeast Asian Cultural Heritage

## Cha-Time with SEACHA

**Cha Thai with Chutayaves Sinthuphan**  
**Living with Water:  
Amphibious  
Architecture & City**  
**Saturday 17 October 2020  
14:00** [via Zoom](#)

*Global warming* has caused unpredictable patterns in climate change which leads to numerous natural disasters around the world, including floods.  
In the old days people were able to live a normal life with water as part of their life by building houses on stilts. But such design is not applicable to the modern lifestyle because people's needs have changed.  
This raises a question for architects and designers:  
*How do we design modern housing that can handle regular floods?*

**Cha Vietnam with Dr. Emmanuel Pannier  
& Dr. Phan Phuong Anh**  
**Local Practices  
to Strengthen Resilience  
in Vietnam's Northern Upland:  
Role of Social Capital in Housing Changes  
to Cope with Flood and Landslide**  
**Saturday 21 November 2020**

In the context of climate change, the local community in Vietnam's northern upland area develop an array of strategies to cope with weather-related hazards. Drawing upon an ethnographic investigation, we analyze the farmer's responses following an unprecedented destructive flash flood that occurred in a Tây commune in 2018. We investigate the role of local social networks with their norms of mutual support in building resilience, particularly in accessing resources to modify their housing. This raises a question: *to what extent social capital shape resilience and adaptive capacity to climate disturbances?*

**CHA-Time  
with SEACHA**  
Digital monthly talk with the theme of  
"Building Climate Resiliency through Local Community Wisdom"  
[fb.com/SEACHA2019](#)

**Cha Malaysia with Dr Gwynn Jenkins**  
**Past Wisdoms, Resilient Futures: the  
Value of Reclaiming a Low Carbon  
Urban Site**  
**Saturday, 24 Oct, 2020 via Zoom**

With our earth's ability to support life at tipping point and our climate under stress, it is time to rethink the way we design and use our urban spaces. How can we remove the complexities and return to a simpler more holistic way of life in balance with elements of modernity?

**Cha Myanmar with Moe Moe Lwin**  
**Burmese Tea  
with Moe Moe Lwin**  
**TRADITIONAL WATER  
MANAGEMENT SYSTEM OF  
HSIPAW: HISTORIC TOWN IN  
SHAN STATE**  
**Saturday 20 February 2021**

**CHA-Time  
with SEACHA**  
Digital monthly talk with the theme of  
"Building Climate Resiliency through Local Community Wisdom"  
[fb.com/SEACHA2019](#)





# Southeast Asian Cultural Heritage

SEACHA PRESENTS

## THE CAPACITY BUILDING IN HERITAGE MANAGEMENT CLINIC 2020 - 2021

TOURISM AND HERITAGE:  
ENEMIES OR PARTNERS IN PROGRESS?

**SIAM, INDONESIA**  
THU, 19 NOV 20 |  
9:00-13:30  
[BIT.LY/SIAKHERITAGECLINIC](https://bit.ly/siakheritageclinic)





**PHRAE, THAILAND**  
THU, 26 NOV 20 |  
9:15-14:45  
[BIT.LY/PHRAEHERITAGECLINIC](https://bit.ly/phraeheritageclinic)

THIS EXECUTIVE TRAINING PROGRAM ON CULTURAL HERITAGE MANAGEMENT IS AIMED AT BUILDING THE CITY'S COMPETITIVE ADVANTAGE THROUGH COMMUNITY-BASED PLACE ATTACHMENT AND INCLUSIVE POLICY.



## The Capacity Building in Heritage Management **Clinic** 2020-2021



## Clinic in **Siak**, Indonesia

## Clinic in **Phrae**, Thailand







# Southeast Asian Cultural Heritage

## MEMBERSHIP & GOVERNANCE

### Membership:

The members of the Alliance are organisations dedicated to cultural heritage protection, domiciled and legally registered in ASEAN nations. Additionally, individuals, academics, and heritage professionals, who are committed to working together to create a platform to facilitate public discourse in the area of heritage protection in the ASEAN region and its member countries may join by invitation as individual non-voting members.



# Southeast Asian Cultural Heritage

## MEMBERSHIP & GOVERNANCE

### Governance:

The Board of Directors is composed of one director for each ASEAN nation. This board will meet as needed online and in physical meetings to develop policy recommendations; arrange funding and approve budgets; select and oversee management; set the Alliance's strategy, programs, and activities; and review performance against the mission.



# Southeast Asian Cultural Heritage

## MEMBERSHIP & GOVERNANCE

### ASEAN Mandate:

After two years of operations, the Alliance will request accreditation as an ASEAN associated entity, promoting ASEAN's third socio-cultural pillar in the area of cultural heritage protection.

"..that all cultural heritage, identities, and expressions, cultural rights, and freedoms derive from the dignity and worth inherent in the human person in creative interaction with other human persons and that the creative communities of human persons in ASEAN are the main agents and consequently should be the principal beneficiary of, and participate actively in the realization of these heritage, expressions, and rights".

The ASEAN Declaration on Heritage  
signed in Bangkok in 2000





**South East Asian  
Cultural Heritage  
Alliance**

Contact us: [seacha.secretariat@gmail.com](mailto:seacha.secretariat@gmail.com)



**Southeast Asian  
Cultural Heritage Alliance**

# **A SEACHA Initiative to Support Craftsmanship Transmission in the Creative Economy**

**NGUYEN DUC TANG**

## Contexts

---

- Some crafts in ASEAN are flourishing, while others are in danger of vanishing or being degraded due to lack of transmission of craft skills to young generation, and to lack of viable livelihood for younger craft practitioners.
- Some of the crafts considered for inclusion may not be in danger of dying out, but quality of technique and materials has been degraded to meet commercial imperatives
- Traditional techniques, the design, reputation and style associated with handicrafts are vulnerable to imitation and misappropriation.
- All too often cheap imitations undermine sales of traditional handicrafts as well as the quality reputation of the genuine products.



# Contexts

---

- UNESCO 2003 Convention on the Safeguarding of the Intangible Cultural Heritage
- UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- Intellectual Property (WIPO)

# Handicrafts

---

Source: WIPO

- produced by artisans, completely by hand or with the help of hand-tools or even using machinery, provided the artisan's direct manual contribution remains the most substantial component of the finished product;
- representations or expressions that are symbolic of the artisan's culture;
- encompass a wide variety of goods made of raw materials;
- their distinctive features can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, or religiously and socially symbolic and significant;
- there are no particular restrictions on production quantity, and no two pieces are exactly alike.

# Objectives

---

- To support of transmission of ASEAN nations' traditional crafts to young people;
- To ensure a reasonable livelihood for young people learning the craft skills;
- To safeguard and promote ASEAN's traditional handicrafts in the contexts of sustainable development.



# Handicraft Transmission

- Need-based
  - Country-oriented
  - Free, Prior, Informed and Sustained Consent
  - SEACHA certification, SEACHA methods and standards of pedagogy and seed financial support
- Identify endangered crafts needing support and master craftsmen whose skills must be passed to the next generation
  - Support the local communities, handicrafts artisans/masters to strengthen viability of their handicrafts
  - Support the transmission of craft skills and knowledge, and the development of young craftsmen (rejuvenation)
    - Transmission workshops/classes
    - Capacity building programs

# Post Production

---

- Quality control and branding: Certify designers and craft item quality, identify designers who can assist craftsmen to develop designs that suit contemporary markets, and work towards a portfolio of craft products – A brand for both producers and consumers across ASEAN.
- Regional craft marketplace: for local communities and young craftsmen.
- Explore opportunities with e-commerce platforms to set up special section for sales.

# Sustainability

---

- “Craft Steward” responsible for nurturing SEACHA support, continual reviewing and assessing craftsmen and apprentices, and overseeing quality of training and production.
- “Craft Patron” to provide ongoing funding for the program, and to assist in promoting the success of the training and marketing.
- Fee from sales transactions to enable the scholarship program to be self-funded after the initial few years.

# Cooperation and Partnership

---

- SEACHA members
- Creative / World Craft Cities
- World Craft Council
- Government stakeholders
- UNESCO
- Private sector