



**IKC  
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# **LOCAL CONTENT ENRICHMENT**

**by Young Researchers and  
Talents for Cultural Heritage Sustainability**

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# PROBLEM STATEMENT

Scarcity of local content creation compared to external publications and how to tackle it

# What is local content?

Local content is defined by Abdul Wahid Khan, assistant director-general for communication and information UNESCO (n.d) as “an expression and communication of **a community’s locally generated, owned and adapted knowledge and experience** that is relevant to the community’s situation”.

In a knowledge management perspective, it is related to **the idea of knowledge generation, dissemination and utilization.**

It is a **multi-disciplinary knowledge and experience generated, or created by the community for the use and benefits of beneficiaries and shareable** to others.

# Sarawak Legal Deposits Received by Pustaka

2000-2020

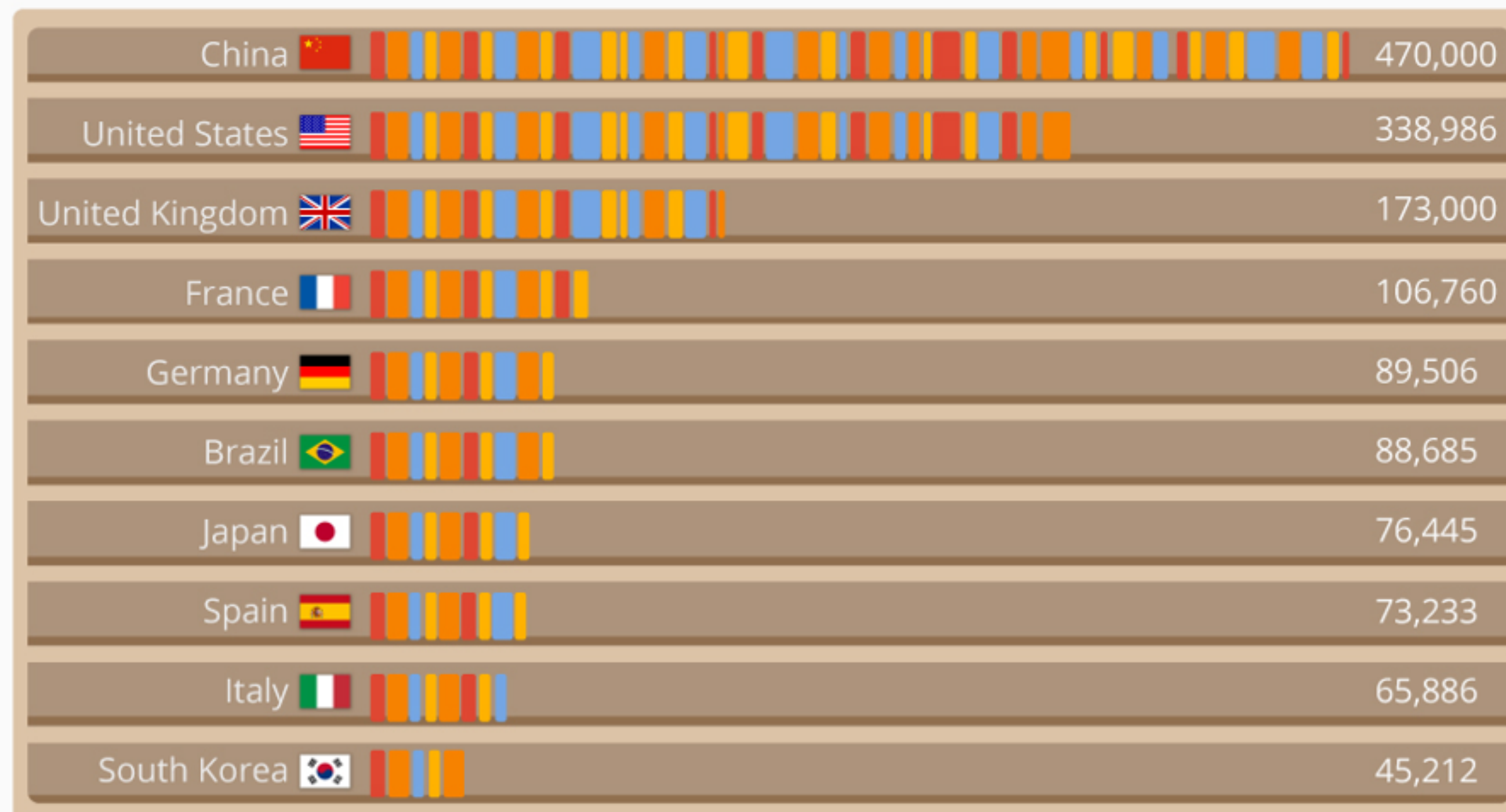
**=10, 049 titles** with **43,050** total of collections

*(books, serials, newspapers, ephemerals, theses, working papers,  
Sarawak Government Gazette, and non-printed publications)*

# How about other countries in comparison to us?

## Which Countries Produce The Most Books?

Top publishing markets for new book titles in 2015



@StatistaCharts Source: United Nations via The International Publishers Association



# LIBRARIES CAN DRIVE PROGRESS ACROSS THE ENTIRE UN 2030 AGENDA



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The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users.

## UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

<p><b>1 NO POVERTY</b></p>	<p><b>END POVERTY IN ALL ITS FORMS EVERYWHERE</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Public access to information and resources that give people opportunities to improve their lives</li> <li>Training in new skills needed for education and employment</li> <li>Information to support decision-making by governments, civil society, and businesses to combat poverty</li> </ul>
<p><b>2 ZERO HUNGER</b></p>	<p><b>END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Agricultural research and data on how to make crops more productive and sustainable</li> <li>Public access for farmers to online resources like local market prices, weather reports, and new equipment</li> </ul>
<p><b>3 GOOD HEALTH AND WELL-BEING</b></p>	<p><b>ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Research available in medical and hospital libraries that supports education and improves medical practice for health care providers</li> <li>Public access to health and wellness information in public libraries that helps individuals and families stay healthy</li> </ul>
<p><b>4 QUALITY EDUCATION</b></p>	<p><b>ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Dedicated staff who support early literacy and lifelong learning</li> <li>Access to information and research for students everywhere</li> <li>Inclusive spaces where cost is not a barrier to new knowledge and skills</li> </ul>
<p><b>5 GENDER EQUALITY</b></p>	<p><b>ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Safe and welcoming meeting spaces</li> <li>Programmes and services designed to meet the needs of women and girls, like rights and health</li> <li>Access to information and ICT that helps women build business skills</li> </ul>
<p><b>6 CLEAN WATER AND SANITATION</b></p>	<p><b>7 AFFORDABLE AND CLEAN ENERGY</b></p>
<p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p>	<p><b>PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Access to information and skills training that people need to apply for, and succeed in better jobs</li> </ul>
<p><b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b></p>	<p><b>BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Widespread existing infrastructure of public and research libraries and skilled library professionals</li> <li>Welcoming and inclusive public spaces</li> <li>Access to ICT like high-speed internet that may not be available anywhere else</li> </ul>
<p><b>10 REDUCED INEQUALITIES</b></p>	<p><b>REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Neutral and welcoming spaces that make learning accessible to all, including marginalized groups like migrants, refugees, minorities, indigenous peoples, and persons with disabilities</li> <li>Equitable access to information that supports social, political, and economic inclusion</li> </ul>
<p><b>11 SUSTAINABLE CITIES AND COMMUNITIES</b></p>	<p><b>MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Trusted institutions devoted to promoting cultural inclusion and understanding</li> <li>Documentation and preservation of cultural heritage for future generations</li> </ul>
<p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p>	<p><b>13 CLIMATE ACTION</b></p>
<p><b>14 LIFE BELOW WATER</b></p>	<p><b>15 LIFE ON LAND</b></p>
<p><b>16 PEACE AND JUSTICE STRONG INSTITUTIONS</b></p>	<p><b>PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Public access to information about government, civil society, and other institutions</li> <li>Training in the skills needed to understand and use this information</li> <li>Inclusive, politically neutral spaces for people to meet and organise</li> </ul>
<p><b>17 PARTNERSHIPS FOR THE GOALS</b></p>	<p><b>STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALISE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT</b> Libraries support this goal by providing...</p> <ul style="list-style-type: none"> <li>Global network of community-based institutions, primed to support local development plans</li> </ul>

# 11 SUSTAINABLE CITIES AND COMMUNITIES

• Documentation and preservation of cultural heritage for future generations

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

**13 CLIMATE ACTION**

**14 LIFE BELOW WATER**

**15 LIFE ON LAND**

**ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS**  
**TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS**  
**CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT**  
**PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS**

**Libraries support these goals by providing...**

- Sustainable system of sharing and circulating materials that reduces waste
- Historical records about coastal change and land use
- Research and data needed to inform climate change policy
- Widespread access to information needed to guide decision-making by local and national governments on topics like hunting, fishing, land use, and water management

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**2** Decades of Excellence

# What is cultural heritage?

Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage (ICOMOS, 2002).

## Reference:

**ICOMOS**, *International Cultural Tourism Charter. Principles And Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance. ICOMOS International Cultural Tourism Committee. 2002*

# Initiatives taken to address scarcity of local content creations for cultural heritage sustainability

## **Pertandingan Warisan Budaya Tempatan (PWB) and Young Researchers)**

competition on local content enrichment for secondary schools/high schools in Sarawak by coming up with local content research.

aims on creating or adding value to existing knowledge of local content for knowledge preservation and appreciation.

guiding young researchers in search of information through reliable sources and to plan, collect, analyze, interpret, synthesize, summarize and record all information that has been gathered to form the completed and comprehensive work.



# Initiatives taken to address scarcity of local content creations for cultural heritage sustainability

The facilitators and young researchers are grouped together in workshops before they carry out the research project based on the theme assigned for the year.

One research project takes around 5 months to complete and presented before the judges in the competition day.

The young researchers are to work in a group of not more than 4 students with one guidance teacher and obliged to submit the mini-thesis of the research project and presentations of the key-points of the research before the judges.

Train young researchers and embedding them with research skills such as information literacy, research writing up to storing of information in virtual world. All these knowledge and skills are embedded and taught in the following modules:

Module 1 – Information literacy

Module 2 – Research writing

Module 3 – Referencing and citation

Module 4 – Video documentation

Module 5 – Oral history

Module 6 – Presentation skills

Module 7 – Graphic design skills

Module 8 – Cloud storage

# Teaching methodology

Through a two-way communication between the facilitators and young researchers in a three-day workshop which translated into:

Lectures

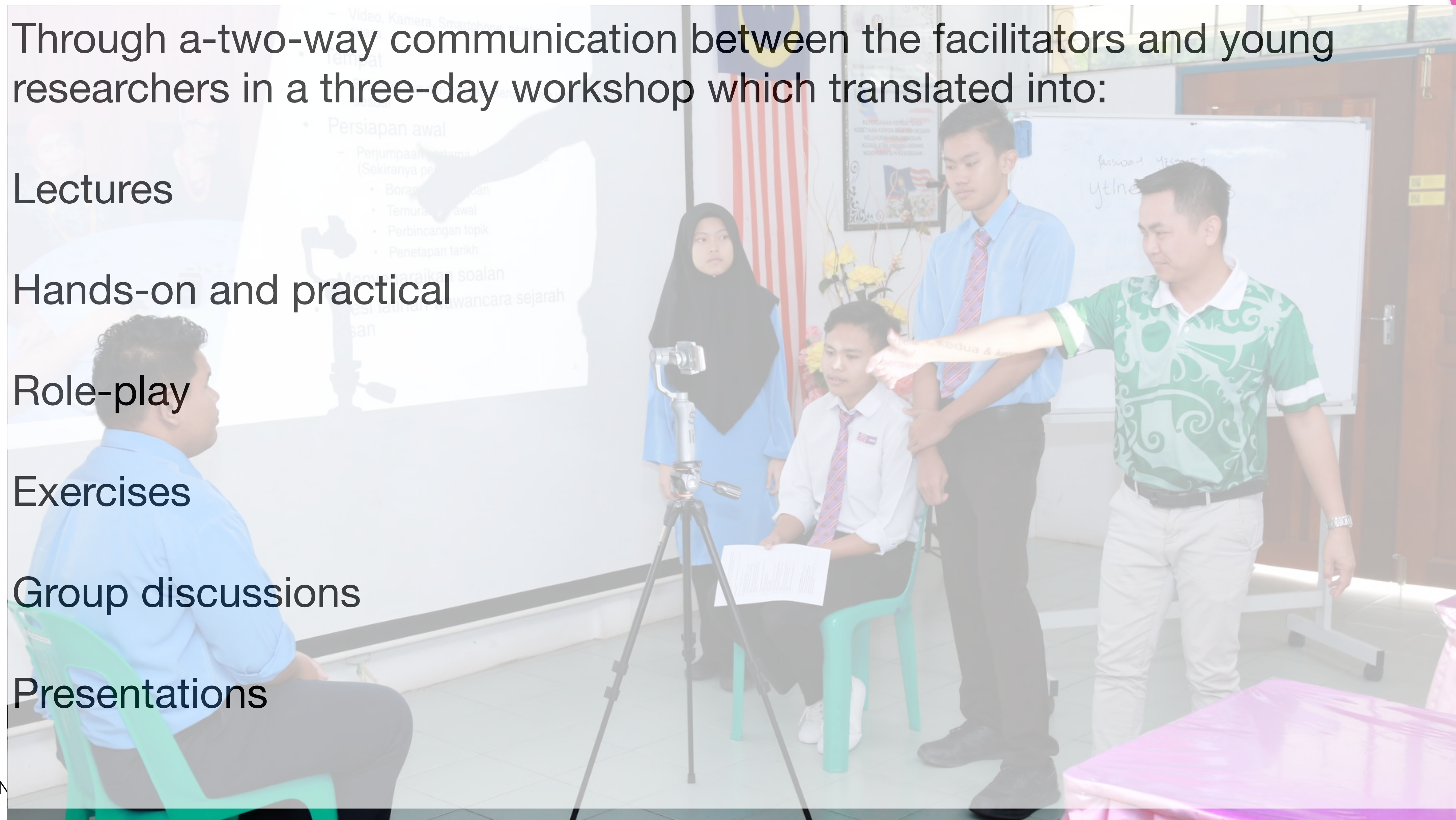
Hands-on and practical

Role-play

Exercises

Group discussions

Presentations



# Themes covered from 2008 – 2019

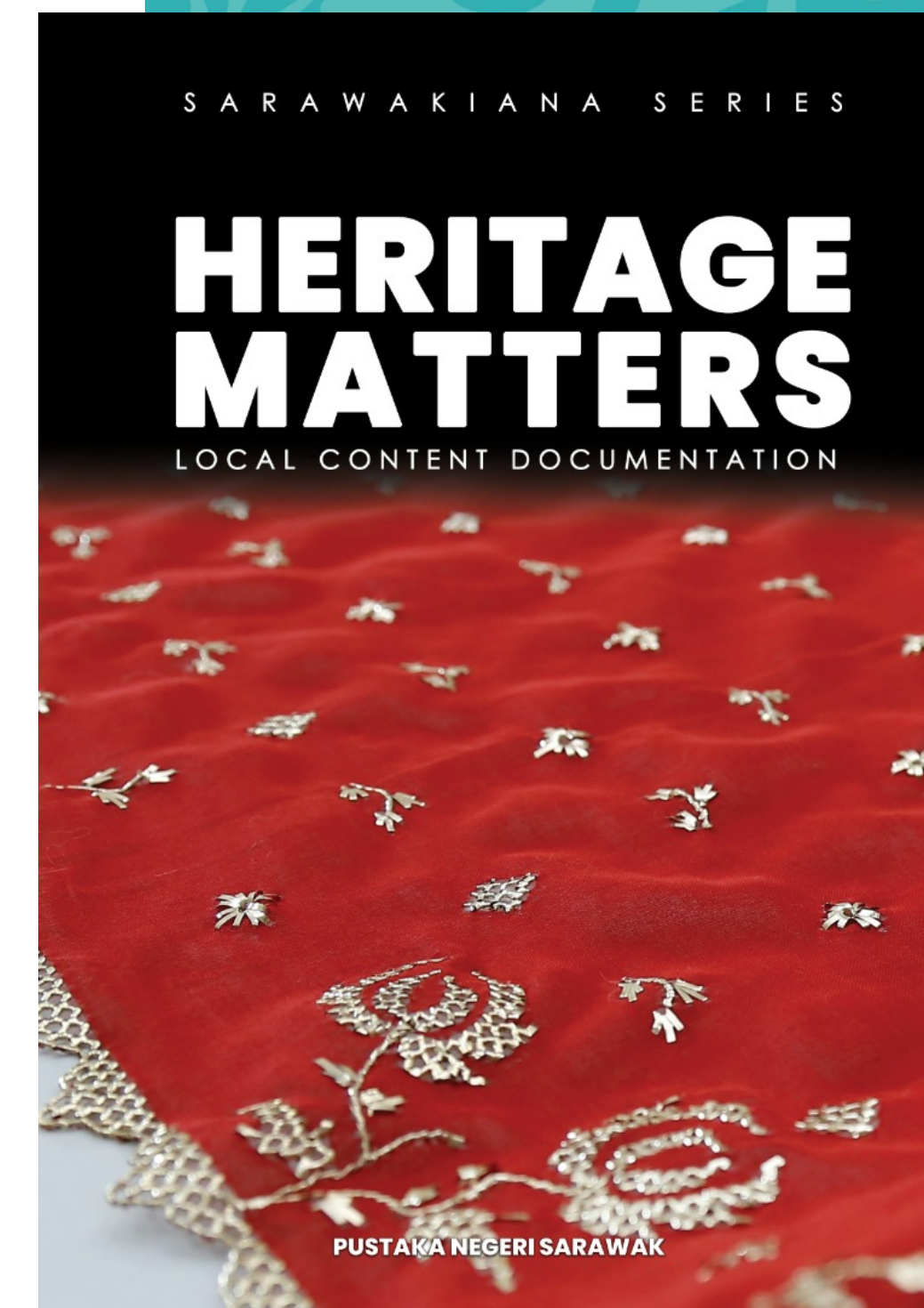
- History, culture and traditions of Orang Ulu
- Sarawak traditional games
- Sarawak traditional confectionary
- Northern Region's local figures
- Historical places in Northern Region
- Heirloom and heritage of Northern Region's indigenous
- Sarawak traditional handicraft
- Plants and herbs in indigenous life in Sarawak
- Sarawak's local folklore and myths
- Local heritage handicraft of Northern Region's indigenous
- Traditional healings and medicines of Indigenous
- The early history of local settlement of indigenous in Northern Region of Sarawak

# Outcomes

- **Attracted 206 groups of young researchers** from various secondary/high schools from Northern Region of Sarawak since it first started in 2008.
- The total of **150 researches were compiled** which involved **824 young students** aged between 13-19 years old.

# Outcomes

- 2016, a compilation of selected local content PWBT researches from 2008 to 2015 into book *Kompilasi Warisan Budaya Tempatan Wilayah Utara Sarawak, 2008-2015* was published.
- It has 20 researched manuscripts from 20 research teams from all over the Northern Region.
- 2020, *Heritage matters: local content documentation* book published.



# Sarwakiana Carnival and Precious Commitments of Young Talents

- Firstly organized in 2010 to commemorate 10th Anniversary of Pustaka the theme “1Heritage, 1Tradition, 1Sarawak”.
- The smart partnership programme held in every 2 years highlighting various activities to instil and intensify the love towards unique indigenous knowledge and rich local culture.
- Ultimately working towards the creation of documented information resources to add into the local content references in future.

# Sarawakiana Festival – Pertandingan Bermukun





# Local Folklore Telling Competition

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**2** Decades  
Of Excellence



# Benefits of Local Content Enrichment and Enhancement Towards Cultural Heritage Sustainability

- improving understanding of how importance local content enrichment and enhancement to the self-unique appreciation of owned identity and how it could be conveyed and make important to larger targeted audience.
- internalizing the importance of local content lies in the fact that it is a tool for documenting, preserving and dissemination of historical, cultural and intellectual heritage of a nation.
- learning and experiencing the treasures of local content creation in an engaging platform with those who have the same commitment and sentiments to preserve and appreciate indigenous knowledge and culture.
- strengthening and improving skills, knowledge and positive values derived from the engagements.



**IKC**  
**2021**  
*Thank you*

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