

# Jarida la KNATCOM

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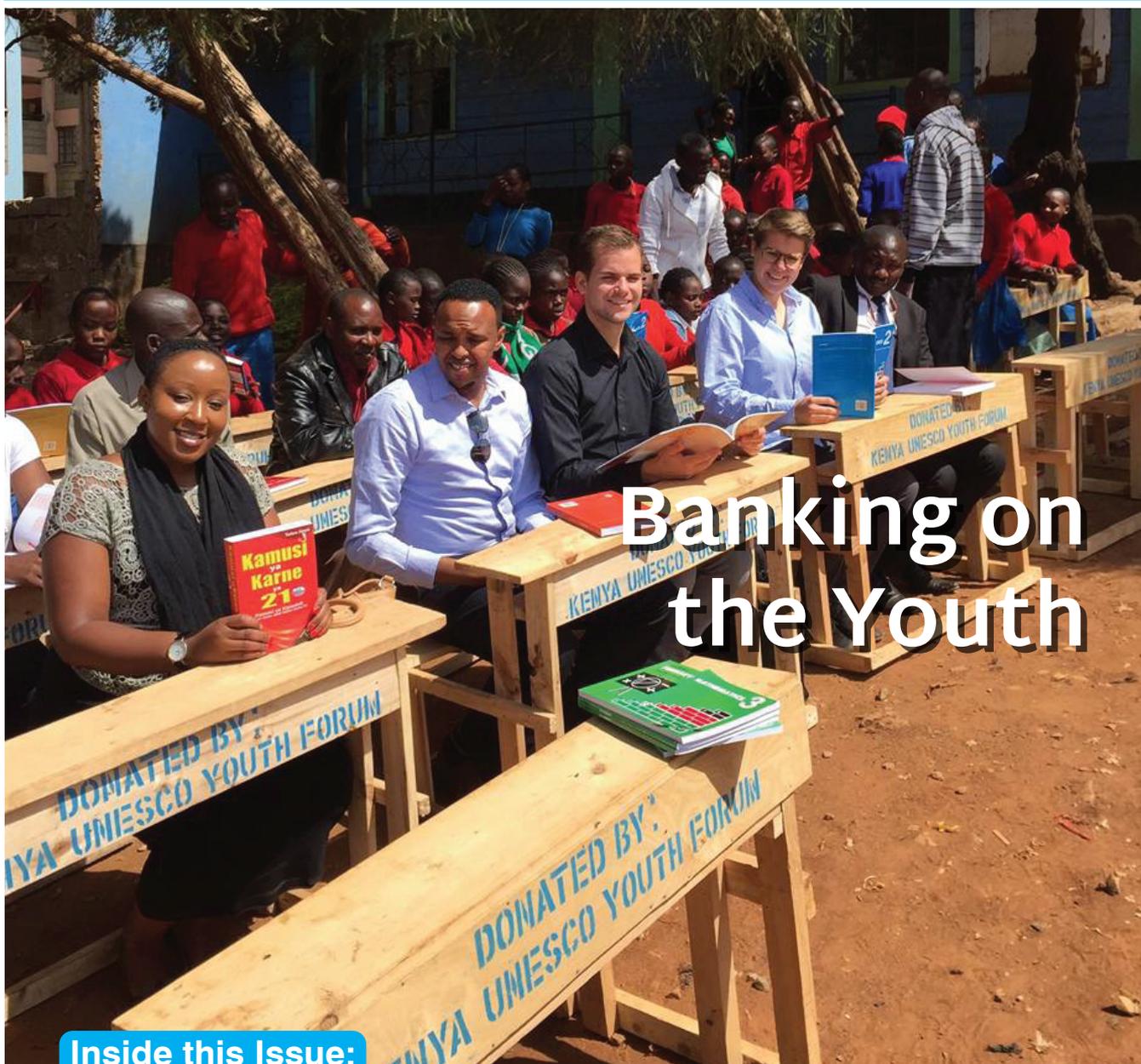


United Nations  
Educational, Scientific and  
Cultural Organization



Kenya National  
Commission for UNESCO  
(KNATCOM)

*Promoting peace, sustainable development  
and intellectual collaboration*



## Banking on the Youth

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East Africa's  
Rich Culture

Tapping into  
Open Resources

The Sacred  
Kaya Forests

STI for  
Economic gain

# Our youth are our future



The greatest resource of any country is its youthful population and Kenya is no exception. Thus, it is only through active youth participation and engagement that the country will make great strides to face its present challenges.

Young women and men have got the creativity, the potential and the capacity to make change happen – for themselves, for their societies, and for the rest of the world. UNESCO's work with and for youth is committed to empowering young women and men and helping them to work together to drive social innovation and change, participate fully in the development of their societies, eradicate poverty and inequality, and foster a culture of peace.

The Youth Programme works to create an enabling environment in which this goal can be achieved, by bringing youth voices to the fore and encouraging young people to come together to take proactive role towards seeking solutions to the common challenges presently experienced in societies.

It is for this reason that Kenya National Commission for UNESCO continues to host and support a very vibrant youth set up, the Kenya UNESCO Youth Forum.

KNATCOM has facilitated the youth forum to develop a strategic plan aimed at resource mobilisation and activities such as youth forums and initiatives that can help create a lasting impact towards the challenges that the youth of this country face.

Towards cultural conservation, KNATCOM in collaboration with Mijikenda community and other stakeholders organized for the award of the best managed and well conserved sacred Kaya forests of the Mijikenda at Kaya Kambe in Kilifi County.

The award will serve as an incentive and motivation for conservation of the Kaya cultural and natural heritage. It will boost the communities' capacity in terms of materials required for the continued conservation as well as provide for the motivation of volunteer site caretakers. KNATCOM welcomes more partners in this initiative.

Finally, KNATCOM was at the forefront in marking this year's International Day of Peace marked on 21st September annually. The theme for this year's commemorations was **Together for Peace: Respect, Safety and Dignity for All'** to acknowledge and raise awareness on the plight of many that are forced to leave their homes due to violent conflict. This was a timely reflection of the current global contexts where violent conflict continues to be experienced.

Get these stories and much more in this edition.

Enjoy the read.

**Dr Evangeline Njoka, MBS**  
Secretary General / Chief Executive Officer  
Kenya National Commission for UNESCO

## EDITORIAL TEAM

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# Kayas' conservation efforts applauded

By Mr John Omare

If the sacred forests that still remain relatively intact and undestroyed will be here with us in another several decades, then conservation efforts of these sacred places needs to be upped

It is in this regard that the Kenya National Commission for UNESCO (KNATCOM) in collaboration with Mijikenda community and other stakeholders organized for the award of the best managed and well conserved sacred Kaya forests of the Mijikenda in July, 2017 at Kaya Kambe in Kilifi County.

Prior to the award, KNATCOM organized for tree planting at Kaya Chonyi and prayer rituals for peace and cohesion at Kaya Fungo. KNATCOM provided 500 seedlings, Base titanium 500 seedlings while Athi-River mining gave 100 seedlings.

The invited guests led by the KNATCOM Board Chairman, Dr. Rashid Aman and the Secretary General/CEO, Dr. Evangeline Njoka, planted commemoration trees. After tree planting, KNATCOM officials, invited guests, Kaya elders and the community representatives went to Kaya Fungo for

a prayer for peace conducted by the Kaya elders.

After prayers, both the guests and community proceeded to the Kaya shrines. This is a restricted area and whoever wants to enter must abide by its regulations. No one is allowed to enter with shoes, firearms or even to take pictures. On the second day, the award giving ceremony was conducted at Kaya Kambe. KNATCOM Board chairman Dr. Rashid Aman, Secretary General /CEO Dr. Evangeline Njoka and other top officials from the Ministry of Sports, Culture and the Arts graced the occasion.

All the nine Kayas were represented in colourful songs, dance and exhibitions by Mijikenda community. Kaya Fungo emerged the best managed and well conserved sacred Kaya forests of the Mijikenda and was awarded a trophy, certificate of participation and a cheque worth Kenya shillings 750,000.00. According to the Evaluators, Kaya Fungo enjoyed a public goodwill and good publicity in the region, attributes that saw it lead by 80 per cent.

It was followed by Kaya Gandini/ Mtswakara from Kwale County which

got 74.8 per cent. Kaya Gandini/Mtswakara was evaluated as the best organized Kaya which is culturally active and maintain a cultural calendar of events. Kaya Gandini/Mtswakara was awarded a trophy, certificate of participation and a cheque worth Kenya shillings 500,000.00. Kaya Ribe was third at 73.6 percent and was also evaluated as the Kaya with the best protected forest and well maintained records. Kaya Ribe was awarded a trophy, certificate of participation and a cheque worth Kenya shillings 300,000. The award giving ceremony was supported by Base Titanium Limited based at Ukunda in Kwale County who gave six Wheelbarrows, 30 spades, 15 rakes, 15 pairs of safety boots, 15 pairs of safety gloves and 15 seedling bags which were shared and gumboots.

The other Kayas who were from number four to nine each was awarded a certificate of participation and a cheque worth Kenya shillings 100,000.00. Kaya Chonyi in Vwevvesi village, Mwarakaya was ranked last with 39.2 percent. Its forest cover has been destroyed by almost 70 percent. They Kay elders in the region were challenged to spearhead tree planting to boost its forest cover.

The award will serve as an incentive and motivation for conservation of the Kaya cultural and natural heritage. It will boost the communities' capacity in terms of materials required for the continued conservation as well as provide for the motivation of volunteer

site caretakers. The award will not only empower communities with the requisite resources for conservation but will as well energize the communities and promote a spirit of competition in conservation.

The Secretary General/CEO, Dr. Evangeline Njoka, MBS, told the gathering that culture is an enabler and a driver of sustainable development and an important factor for social inclusion in poverty eradication, providing sustainable economic growth and job creation, economic resilience and sustainable use of resources.

On conservation of the sacred Kaya forests, she noted that KNATCOM intends to promote the protection and conservation of Kenya's only cultural forests listed as World Heritage Sites. She said that the objective of the event is to contribute to the sustainable conservation of the Kaya forests and to promote holistic safeguarding and protection of the Kaya forests and related cultures. She indicated that KNATCOM intends to have the ceremony to award the best managed and conserved Kaya forest as an annual activity so as to strengthen the communities' efforts and resolve for better conservation and challenged the elders to up their game in terms of putting more effort in conserving the forests.

In his address, the Chief Guest and Board Chairman of KNATCOM, Dr.



Rashid Aman, said that the awards were meant to promote management and conservation of the sacred Kaya forests of the Mijikenda. He congratulated the Kaya elders for their resolve and effort to conserve the Kayas and to safeguard their living heritage. In his speech, the Chief Guest underscored the many benefits arising out of conserving the Kaya forests. He said that it was out of the benefits accruing from conserving the forests that KNATCOM felt obliged to support efforts to promote the communities' resolve to conservation and promotion of living heritage.

He noted that UNESCO had been supporting the conservation of the Kaya forests and now that the project came to an end, KNATCOM has come in to continue supplementing UNESCO's efforts to safeguard and conserve the Kayas through innovative approaches.

It is envisioned that the activity will endear KNATCOM to communities, promote its visibility and enhance achievement of its mandate.

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**The writer is KNATCOM's director for Culture Programme.**

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# JAMAFEST

## East Africans' cultural celebrations

By Emily Njeru

It's an established fact that song and dance helps to build peace and bring a closer understanding among people of diverse culture.

For ages music and dance has been used to celebrate good harvest and good tidings. In modern era festivals mark an accomplishment of togetherness. This togetherness in the East Africa Community is nurtured by many things among them the Jamafest.

East African Community (EAC) Arts and Culture Festival, also known as the

Jamafest is a regional cultural festival by the East African Community that aims at promoting regional socio-cultural integration and is held on rotational basis across the East African Community member states. The East African Community recognizes culture as a key pillar of unity and job creation among the people of the EAC.

The Kenya National Commission for UNESCO participated in the third edition of the Jamafest 2017 that was held in Kampala, Uganda between 7th and 15th September 2017.



Uganda National Choir performing the drum theme song at JAMAFEST. [PHOTO: Courtesy: EAC]

Jamafest 2017 brought together all EAC Partner States in celebrating culture and creative industries under the theme **'The Drum Call'**. The Drum Call theme was derived from the symbol of the drum that cuts across all the indigenous cultures of East Africa. The drum was an important symbol in society that called people together, to inform and to communicate important news.

The events at the festival included Carnival, musical and theatre performances, literary works, poetry and storytelling, fashion shows, culinary arts, art exhibitions and paper presentations at the culture symposium". Kenya showcased her rich cultural heritage at the festival through cultural performances by diverse communities, exhibitions of crafts, literary arts, fine art, fashion , jewelry traditional medicine, culinary arts among others . Among the groups that performed at the festival were Vitimbi comedians, cultural troupe Pokot, mwomboko dance from Nyeri, Traditional Luo dance, entertainment by Kengekenge band among others.

Kenya's participation at the Jamafest 2017 was coordinated through the Ministry of Sports, Culture and Arts through the State Department of Arts and Culture. KNATCOM participated

at the festival through invitation of the ministry. KNATCOM was represented at the festival by the Secretary General Dr. Evangeline Njoka who was appointed leader of delegation on behalf of Kenya's Cabinet Secretary for Culture and the Deputy Director at Culture Programme Ms Emily Njeru.



During the cultural symposium the KNATCOM Secretary General chaired sessions on behalf of Cabinet Secretary while the Deputy Director at the Commission's Culture Programme presented a paper titled *"Cultural and Creative Industries for Regional and National Development"* at the symposium.

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The writer is KNATCOM's deputy director at Culture Programme.

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# Tapping into open resources

By Anthony Ngare

UNESCO holds it that universal access to information and knowledge is key to the building of global peace, sustainable social and economic development, and intercultural dialogue.

Through the technical possibilities made available by the increased sophistication of ICTs and user oriented social media, the traditional Free and Open Source software (FOSS) models of effective collaboration and innovative sustainability have now expanded and include highly diverse realms of public domain activity. Open Access (OA), Open Data and crowdsourcing platforms, Open Educational Resources (OER) enable information to be freely and legally shared, providing strategic cross-cutting opportunities to improve the quality of decision-making processes as well as facilitate policy dialogue, knowledge sharing and capacity building, including for persons with disabilities.

Open Educational Resources (OER) comprise content for teaching and learning, software-based tools and services, and licenses that allow open

development and reuse of content, tools and services. The importance of OER has been acknowledged by recent initiatives of the OECD's Centre for Educational Research and Innovation, UNESCO's International Institute for Educational Planning, and other national and international organizations that are stakeholders in the creation and sharing of such resources. Research has shown that the benefits of OERs are immense (source). The importance of these digital

resources stems from the fact that these resources are fundamental to the knowledge society and economy.

UNESCO considers Open Solutions as a term that

comprises Free and Open Source Software (FoSS), Open Access (OA) and Open Educational Resources (OER). Since the turn of the century, Kenya has experienced exponential growth in its ICT innovations, which have spanned different sectors: from financial services to medicine, mobile telephony, agriculture and so on. More recently, it has advanced in its uptake and use of open solutions. However, there is nobody of evidence or established framework to track these developments





in Kenya. UNESCO, on the other hand, has already been working on guidelines to advance Open Solutions and ICT innovations.

It is for this reason that the Commission set out to establish the status of open solutions utilization and seek to have localized research backed policy recommendations advanced.

Kenya is a signatory of UNESCO's 2012 Paris Declaration on Open Educational Resources. It is also a regional ICT innovations and Open Solutions hub. The Ministry of Information Communication and Technology notes that open education resources, as one example of open solutions, improve the quality of teaching and learning, including by accelerating student comprehension and by providing more opportunities for the realization of universal access to education (MoICT, 2013).

Information technology can help to equalize the high quality educational opportunities throughout the world. In particular having learning materials freely available for adaptation and repurposing can expand access to learning of better quality at lower cost (2012, Open Educational Resources World Congress). Is technology the only driver for openness in education? What about the fundamental claim that knowledge should be considered a common good and be accessible

as openly as possible? In this regard, D'Antoni and Savage (2009, p. 138) states in an elaborate language, that:

**“Openness is the breath of life for education and research. Resources created by educators and researchers should be open for anyone to use and reuse. Ultimately this argument resonates with the Universal Declaration of Human Rights, which states: „Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages? (United Nations, 1948, Art. 26, para. 1).”**

In the region, Open Educational Resources (OER) Africa has noted that Open Educational Resources in the form of course content could become institutional recruiting tools, allowing prospective students the opportunity to examine classes offered and teaching modalities and make informed choices about their academic path (CAETL 2011). Further it has advanced that OERs have the potential to advance the delivery of education by increasing the availability of relevant learning materials, reducing the cost of accessing educational materials and stimulating the active engagement of teaching staff and students in creating learning resources.

The Information and Communications Technology (ICT) sector in Kenya continues to grow exponentially, with mobile penetration rate standing at 88.1 per cent with 37.8 million



subscribers. This is according to sector statistics report by the Communications Authority of Kenya (CA) for the first quarter of the 2015/16 financial year. The Internet/data market, has registered 21.6 million subscriptions up from 19.9 million in the last quarter. The number of Internet users grew to 31.9 million from 29.6 million in the previous quarter. Consequently, the portion of the Kenyan population accessing Internet services reached 74.2 per 100 inhabitants up from 69.0 per 100 inhabitants recorded in the previous quarter. Cloud computing is also on the rise. The evolution of the industry is rapid.

Notably, UNESCO is playing an increased role in knowledge societies. The Post 2015 Development Agenda reinforces the need to use knowledge and technology to ensure development. For example Sustainable Development Goal 4 recognizes the use of open educational materials in ensuring literacy including scientific literacy. Open educational materials by nature are free and legal. They include the use of multi-media applications but this depends on the parameters of the licenses.

There is an established understanding that easy access to educational resources is required to promote lifelong learning in people of all ages. The role of such access in reducing social inequalities, fostering social inclusion of migrants, and supporting education

in developing countries is also often emphasized. Additionally, when used in didactically sound ways, software-based tools, services and multimedia can allow innovative educational practices to emerge. For example, new educational opportunities may arise in a digitally enhanced collaboration between teachers and learners.

Again, open access to resources is an important element in educational innovation, but it is not the only solution. The decisive factor is that open educational practices should be fostered by the appropriate institutional culture. Such a supportive environment should include easily accessible and shareable tools, services and content. (<https://ercim-news.ercim.eu/en71/special/open-educational-resources-features-trends-and-implications>). A report on Open Educational Practices and Resources, OLCOS Roadmap 2012 showed how OER play an important role in teaching and learning.

However, current educational practices will determine whether and how digital educational content, tools and services will be deployed and utilized. If the prevailing practice of teacher-centred knowledge transfer remains dominant, then OER will have little effect on innovation in teaching and learning. It is therefore crucial to promote innovation and change in educational practices.

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**The writer is a deputy director at KNATCOM's Communication & Information Programme.**

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## KNATCOM presents paper at Jamafest symposium

By Emily Njeru

**K**enya National Commission for UNESCO participated in the culture symposium held during the Jamafest Cultural festival that was held in Kampala Uganda from 11th to 12th, September 2017.

The two day symposium had numerous academic and policy papers presented by various presenters drawn from across the East African member states. The theme of the symposium was **“Culture and the creative industries the engine for unity and employment creation.”** Jamafest Culture symposium was held at the Hotel Africana where policy makers, political leaders, academics, art and culture managers, media, civil society and artists discussed key issues affecting the development of arts and culture in the region.

Ms. Emily Njeru Deputy Director Arts at KNATCOM presented a paper at the symposium titled “cultural and creative industries for regional and national development.” The paper which was policy based drew from UNESCO ideals and conventions on promotion of the diversity of cultural expressions and creativity as well as national and regional development priorities.

In her presentation Ms. Njeru highlighted how culture and creative sector contributes to both social and economic aspects of development at the national and regional level. The paper singled out the ability of culture and creative industries to transform societies and reconcile the economic and social aspects of development. Participants were informed that



UNESCO recognizes cultural diversity as a driving force of development, not only in respect of economic growth, but also as a means of leading a more fulfilling intellectual, emotional, moral and spiritual life. These ideals are captured in the UNESCO culture conventions, which provide a solid basis for the promotion of cultural diversity and creativity for sustainable development.

Recognizing that development growth must be both inclusive and environmentally sound to reduce poverty and build shared prosperity for all as advocated by human development proponents, Ms Njeru emphasized the need for the region to promote development approaches that promote inclusive societies where people's freedoms and participation are respected by integrating culture to development.

Observing that development calculated in mere economic growth and of numbers does not necessarily contribute to equity and better quality of life in a nation, member states of EAC were urged to integrate culture as a pillar of development to ensure equity and wellbeing of the people. The presenter observed that while economic growth of many nations had been on the rise, the growth does not necessarily translate to socio improvements and reduction of poverty in the lives of communities. It was thus necessary that

development processes take cognizance of circumstances that have shaped different communities and member states.

Referring to article 27 of the Universal Declaration of Human Rights participants were informed that "everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits and has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he /she is the author. The above universal right is a confirmation by the world how important culture is in spheres of economic and social development.

The presenter highlighted that culture was a key factor for the integration process of member states through inculcation of common values, language and identity which could be achieved through intercultural dialogue, cultural exchange and trade in cultural goods and services. It was noted that these industries are fundamental means of communication and socialization and have power to shape norms and values in a society thus have a major role to play in fostering integration of the EAC through arts and culture. On the contribution to social development, the presenter emphasized that achievement

of socially acceptable development and equity requires inclusive policies that promote participation of citizens in decision making process and engagement of local communities and tapping of indigenous knowledge technologies to address various challenges.

Cultural festivals and exchanges were cited as key vectors for strengthening of national and regional ties, building of peace and understanding among peoples of the East Africa. The presenter highlighted the role culture in diplomatic negotiations and in peace building initiatives within, among and across member states nations of the East African region.

Culture industries were noted to contribute to the wellbeing of society through their aesthetic value enhancing quality of life and observing that aesthetic value may not be quantified arts, contribute to general wellbeing of society and further illuminate social realities. One of the presenters at the symposium indeed asked participants how the world would be without music film, fashion and the arts.

Regarding the economic contribution of the sector the presenter highlighted global trends of cultural and creative industries which represent one of the most rapidly expanding sectors of the trading system with the potential to

create millions of jobs particularly for young people and women. It was noted that the sector can employ more people aged 15-29 years than any other sector within a country. Participants were informed that nations that had invested in culture and creativity were reaping the benefits from steady growth and opportunities accruing from copyright and royalties.

Noting that East Africa member states have rich cultural heritage resources and talents including shared languages and cultural expressions Member states were urged to support the sector to create numerous opportunities for young people and women across region from activities ranging from crafts, performing and visual artistes, painters, and musicians, film production and fashion and design. The presenter highlighted the role of the sector in promotion of collective entrepreneurship and the potential to generate new business opportunities through production and distribution of variety of unique cultural goods and services.

The sector was reported as a stimulant of the growth of creative cities and tourism. For example, some of the most attractive cities in the world developed from cultural and creative activities and supportive policies that placed creativity and cultural industries at the heart of development plans. The East African



member states could leverage on its rich cultural heritage to promote creative cities.

The presenter called upon the East African community member states to develop and implement appropriate legal frameworks backed by good policies to realize greater contribution of the sector to national and regional economies. The presenter gave a case example of how the industry can be used to dominate the world both economically and socially. Case of film production in Hollywood through film and music had indeed dominated many countries cultural expressions. The presenter called upon policy makers to put in place measures to promote and protect cultural expressions and to strengthen the value chain of cultural products and services at national and regional levels to avoid suppression of national and regional identity and loss of wealth.

On the current actual contribution of the sector to the economy, the conference was informed that the East Africa share the in the global cultural and creative industries trade is marginal and actual figures are unknown. The East African region just like many African countries lacked official culture statistics which negatively affected planning and management of the sector.

Policy makers within the East African Community were urged to document statistical data on the sector in order to attract investment in the sector.

The presenter noted that the common market protocol by EAC was a major step in boosting trade across the EAC region. However, it was observed that mobility of artists across the East African member states and trade of cultural products and services was yet to pick up. The presenter called upon the East African Community to finalize enactment of the culture and creative industries bill to give legal framework to support the sector at the regional level and to further promote partnerships and co-productions in film and music for larger markets.

Concluding her paper the presenter noted that culture and creative sector could indeed become the pillar of the region's economy and the unifying factor for East Africans if right policies are put in place including strengthening of measures to protect copyright and intellectual property rights of communities.

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**The writer is KNATCOM's deputy director at Culture Programme.**

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# Banking on our Youth

By Jacqueline Njeru

UNESCO established the Youth Forum in 1999 to provide the youth with a platform to share their views, ideas and concerns with each other and Members States and contribute to the strategic direction of UNESCO.



Kenya UNESCO Youth Forum members, (L-R). Jimmy Mokaya, Faith Manthi and Cynthia Ichaminya.

The greatest resource of any country is its youthful population and Kenya is no exception. Thus, it is only through active youth participation and engagement that the country will make great strides to face its present challenges. Indeed, Kenya's journey towards prosperity

cannot be accomplished without the social, economic and political inclusion of the youth. The government of Kenya and various stakeholders have initiated a range of affirmative initiatives to harness the potential of the youth and tackle youth socio-economic challenges. Nonetheless, Kenya's youth still encounter many challenges in their

personal, socio-economic and political development. The promotion and protection of human rights and fundamental freedoms, youth engagement and participation in decision making processes and development of skills among the youth are key drivers to ensure that Kenya achieves Vision 2030 and the sustainable development goals SGDs.

The Kenya National Commission for UNESCO (KNATCOM) cognizant of the potential and challenges faced by the youth, dedicated to support and engage in initiatives to elevate the

challenges faced by the youth in Kenya and obligated by UNESCO established the Kenya UNESCO Youth Forum in January 2006 to represent UNESCO's aspirations for the youth within the Kenyan context.

The Kenya UNESCO Youth Forum is dedicated to support and promote the core values and principles of UNESCO and KNATCOM and collaborates with relevant stakeholders to address and articulate the challenges faced by Kenyan youth.

The Kenya UNESCO Youth Forum is headed by the Chairperson of the Youth Forum. The Youth Forum carries out its activities through its five committees (education, natural science, social and human science, culture and communication & information) each headed by experienced chairpersons. The chairs are responsible for the executive agenda of their respective committee, implementing projects concerning the overall goal of the Kenya UNESCO Youth Forum: *creating peace in the minds of men and women*.

A number of projects have been achieved by the forum. These include,

- Creation of a *“Paintings for Peace”* (<https://www.youtube.com/watch?v=H1bMLEil59o>)
- Workshop on the UN-International Day for Eradication of Poverty at Kibera Blessed Academy that was conducted in collaboration with the German youth initiative-team GLOBAL. This initiative raised a total of KES 59,000/= which went to the purchase of 20 desks and 30 textbooks
- Conducted a capacity-building themed *“Youth Empowerment for Sustainable Development Workshop”* in collaboration with the

Commonwealth Youth Council (CYC) to increase awareness on civic engagement

- Production of a song known as *“UNESCO for Peace”* song (<https://www.youtube.com/watch?v=9n0YbNcex3k>) produced by Youth Forum band known as Red Acapella among others.

To strengthen the strategic impact of the Youth Forum in Kenya and UNESCO, KNATCOM is committed and dedicated through supporting the development and eventual publication of a strategic plan for the Youth Forum. The process of developing the strategic plan commenced in December 2016 through a workshop retreat whose outcome was the draft strategic plan. In January of 2017, the Youth Forum’s draft strategic plan was validated by its members, external stakeholders from youth-led organizations and KNATCOM staff. The draft is currently being edited and new ideas incorporated from the validation exercise.

The published strategic plan will set out its vision, mission, core values, mandate, priority areas and strategic objectives in line with the Constitution of Kenya, Kenya’s Vision 2030, the African Youth Charter, the Commonwealth Youth Recommendations, and the UNESCO Operational Strategy on Youth 2014-2021.

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**The writer is a deputy director at KNATCOM’s Social and Human Sciences Programme.**

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# Understanding Ethics and Intangible Cultural Heritage (ICH)

By Julius Mwahunga

What are ethics in relation to Intangible Cultural Heritage (ICH)? Do ethics matter in the safeguarding of the intangible cultural heritage? Can there be a code of ethics for intangible cultural heritage?

These are some of the questions that have dominated debates among scholars and practitioners of intangible cultural

Heritage (ICH) invited UNESCO's Secretariat 'to initiate work on a model code of ethics and to report on it to a next session of the Committee.' This article attempts to provide answers to those questions and to enumerate the codes of ethics developed and adopted by the committee in its eighth session in Windhoek, Namibia.

Ethics are defined as norms of conduct regarding acceptable and unacceptable



*Prayer session for peace by Kaya elders. Prayers are one of the domains of ICH. Customary practices governing access to intangible cultural heritage should be fully respected, even where these may limit broader public access.*

heritage. It is out of this concern that in 2012, at its seventh session, the Intergovernmental Committee for the Safeguarding of the Intangible Cultural

behaviours within a society or community. This definition is quite basic and does not have any legal perspective, but greatly borrows from a human

or cultural perspective. Much of the discussion and literature on ethics in living heritage safeguarding relates to situations where non-community members carrying out research or data collection encounter problematic issues relating to disrespect, exploitation or

Meeting in Valencia in March/April 2017 and generously hosted by the Kingdom of Spain and co-funded by Spain and the Intangible Cultural Heritage Fund, the ICH Secretariat and selected 12 experts commenced work on the development of codes of ethics for ICH. The results

of the work was presented to the Committee in its eighth session in Namibia.



*Songs and Dances as domains of ICH Codes of Ethics help guard against exploitation of performing artists.*

### **Ethical Principles for Safeguarding Intangible Cultural Heritage**

The Ethical Principles for Safeguarding Intangible Cultural Heritage have been elaborated in the spirit of the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage and existing international

misrepresentations arising from their work (UNESCO 2013). This explains why ethics matter in carrying out work on intangible cultural heritage. Ethics though not legal binding codes when adhered to will ensure communities' ICH is respected together with its bearers and practitioners. Adherence to codes of ethics will ensure a communities' ICH is not misrepresented or exploited.

normative instruments protecting human rights and the rights of indigenous peoples. They represent a set of overarching aspirational principles that are widely accepted as constituting good practices for governments, organizations and individuals directly or indirectly affecting intangible cultural heritage in order to ensure its viability, thereby recognizing its contribution to peace and sustainable development.



*KNATCOM Board Chair Dr. Rashid Aman and Secretary General Dr. Evangeline Njoka and officers from the County Commissioner's office follow proceedings during the prayer session for peace held in Kaya Fungo Kilifi County.*

Complementary to the 2003 **Convention for the Safeguarding of the Intangible Cultural Heritage, the Operational Directives** for the Implementation of the Convention and national legislative frameworks, these Ethical Principles are intended to serve as basis for the development of specific codes of ethics and tools adapted to local and sectoral conditions. The following are the codes of ethics for safeguarding intangible cultural heritage.

1) Communities, groups and, where applicable, individuals should have the **primary role** in safeguarding

their own intangible cultural heritage.

- 2) The **right of communities, groups and, where applicable, individuals** to continue the practices, representations, expressions, knowledge and skills necessary to ensure the viability of the intangible cultural heritage should be recognized and respected.
- 3) **Mutual respect** as well as a respect for and mutual appreciation of intangible cultural heritage, should prevail in



- interactions between States and between communities, groups and, where applicable, individuals.
- 4) All interactions with the communities, groups and, where applicable, individuals who create, safeguard, maintain and transmit intangible cultural heritage should be characterized by **transparent** collaboration, dialogue, negotiation and consultation, and contingent upon their **free, prior, sustained and informed consent**.
  - 5) **Access** of communities, groups and individuals to the instruments, objects, artefacts, cultural and natural spaces and places of memory whose existence is necessary for expressing the intangible cultural heritage should be ensured, including in situations of armed conflict. Customary practices governing access to intangible cultural heritage should be fully respected, even where these may limit broader public access.
  - 6) Each community, group or individual should assess the value of its own intangible cultural heritage and this intangible cultural heritage should **not be subject to external judgements of value or worth**.
  - 7) The communities, groups and individuals who create intangible cultural heritage should **benefit from the protection** of the moral and material interests resulting from such heritage, and particularly from its use, research, documentation, promotion or adaptation by members of the communities or others.
  - 8) **The dynamic and living nature of intangible cultural heritage** should be continuously respected. Authenticity and exclusivity should not constitute concerns and obstacles in the safeguarding of intangible cultural heritage.
  - 9) Communities, groups, local, national and transnational organizations and individuals should carefully assess the direct and indirect, short-term and long-term, potential and definitive **impact** of any action that may affect the viability of intangible cultural heritage or the communities who practise it.
  - 10) Communities, groups and, where applicable, individuals should play a significant role in determining what constitutes **threats to their intangible cultural heritage** including the decontextualization, commodification and misrepresentation of it and in deciding how to prevent and mitigate such threats.
  - 11) **Cultural diversity** and the identities of communities, groups and individuals should be fully respected. In the respect of values recognized by communities,

groups and individuals and sensitivity to cultural norms, specific attention to **gender** equality, **youth** involvement and **respect for ethnic identities** should be included in the

individuals should never be alienated from their own intangible cultural heritage.

These ethical principles, it is hoped will promote good practices among all



*Traditional rituals and ceremonies as ICH deserve respect. The codes of ethics are meant to promote respect for the ICH of communities*

design and implementation of safeguarding measures.

- 12) The safeguarding of intangible cultural heritage is of **general interest to humanity** and should therefore be undertaken through cooperation among bilateral, sub regional, regional and international parties; nevertheless, communities, groups and, where applicable,

people involved in the safeguarding of intangible cultural heritage for its sustained visibility and viability among communities.

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**The writer is the deputy director at KNATCOM's Culture Programme and is one of the 12 experts invited by UNESCO to assist in developing the codes of ethics for ICH.**

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# Transforming our world through Culture & Arts



*Vitimbi artistes at Jamafest posing for a photo with Ministry of Culture officials.*

**By Emily Njeru**

**S**ustainable development recognizes that growth must be both inclusive and environmentally sound to reduce poverty and build shared prosperity for all people.

Culture defines a people and their perceptions and attitude towards life including the way they organize

themselves socially, politically, spiritually and even economically. No society in the world can flourish without culture. Cultural diversity, therefore, is a resource for finding creative solutions to societal challenges.

The United Nations General Assembly in resolution 70/214 reaffirmed the role of culture in contribution to social inclusion, income generation, economic

growth and environmental sustainability. This was in recognition that cultural and creative industries as engines of inclusive, sustainable development as well as enhancing inclusivity and peace. The UN called upon nations to recognize culture in development and further reform policies to foster equitable growth, inclusion and new innovations in creation, production and distribution of goods and services.



*Ms Njeru makes a presentation at Jamafest.*

Culture offers a unique opportunity to reconcile the economic and social aspects of development and contribute to human development. By linking culture to development, people's freedoms and opportunities to both socio and economic well-being are enlarged. Integrating culture to development provides ordinary citizens' right decide who to be, what to do, and how to live. Nations should embrace inclusive policies that ensure balanced and holistic development that improves both socio and economic conditions of ordinary citizens and not only economics.

UNESCO recognizes cultural diversity as a driving force of development, not only in respect of economic growth, but also as a means of leading a more fulfilling intellectual, emotional, moral and spiritual life. UNESCO indeed worked towards ensuring that the role of culture was mainstreamed through a

majority of the (SDGs) for example in achieving quality education, sustainable cities, the environment, economic growth, sustainable consumption and production patterns, peaceful and inclusive societies, gender equality and food security.

Globally, the cultural and creative and industries are among the most dynamic sectors of the trading system with huge development potential. The sector has the potential to create millions of jobs worldwide particularly for young people and women. The cultural and creative employs more people aged 15-29 years than any other sector has potential to make up to 11 per cent of all employment within a country through arts and culture related fields such as; arts and crafts, fashion, film, publishing, audio-visual and music. Nations that have invested in culture and creativity are reaping the benefits from steady growth and opportunities accruing





*Mr. Willis Ombima, Senior Assistant Director of Culture at Kenya's Ministry of Sports, Culture and Arts at the Jamafest.*

from copyright and royalties associated with the trading of cultural goods and services.

The World Bank has estimated that creative cultural industries already contribute as much as seven per cent of the world GDP, exhibiting a particularly rapid rate of expansion over the past decade. The forecast is for growth rates averaging 10 per cent per annum in coming years. Africa's potential of creative cultural industries, though has not been fully harnessed. It has been estimated that Africa's share in the global creative cultural industries trade is a marginal one per cent. The poor performance can be attributed to inadequate data on the sector and inappropriate policies.

Kenya at the moment has no official data on the sector but from current indicators and activities of the sector

the country has potential to benefit from the sector and to create enormous opportunities for young people. Kenya's constitution recognizes culture as the foundation of the nation and as the cumulative civilization of the Kenyan people and the nation. The country is also endowed with rich and diverse cultural heritage resources, talents and rapid technology growth. Investing in the cultural and creative sector can lead to a dynamic sector creating job opportunities for youth and women.

Implementation of strategies that promote production and dissemination of high quality cultural goods and services should be a priority of both national government and county governments. Such efforts could go a long way in addressing current challenges of infiltration of western cultural expressions especially through the media and digital formats. Young

people today in Kenya are keen to enjoy consumption of cheap foreign cultural content due to inadequate quality local cultural goods and services especially film and video games. This trend makes the country loose wealth, job opportunities for our young people and more so cultural identity.

The 2015 UNESCO Global Report on the implementation of the 2005 Convention, called upon member states to support sustainable systems of governance for culture through policies and measures that strengthen the value chain of creation, distribution/dissemination and access to cultural goods and services at national level. To achieve a robust cultural sector the government ensure participation of cultural actors including creators and civil society to promote quality cultural goods and services that are not only attractive locally also at international markets.

The national government and county governments should thus ensure that culture and arts are integrated in development plans to promote inclusive human settlements that are robust with creativity. Cultural industries are essential factors of urban renewal, as they bolster a city's image and contribute to its socio-economic development. Investments in the cultural sector will not only support a creative economy but further promote sustainable urban development that responds to today's challenges such as; the economic crisis, environmental impacts and social tensions.

Article 27 of the universal declaration on human rights guarantees right and freedom to a person to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits resulting from any scientific, literary or artistic production. These rights are also guaranteed by Kenya's constitution and should be safeguarded. The government must hence prioritize culture and the arts and support women creators to produce and distribute their products to guarantee enjoyment these rights.

Further, to keep up with changing times policy makers must also take cognizance of the fact that technology has greatly changed the way cultural goods and services are disseminated and enjoyed. Creators and artists now have to adapt to the use of digital technologies to improve the quality, scope and sharing of the arts. Digital sophistication in production and distribution of cultural products and services adds value chain.

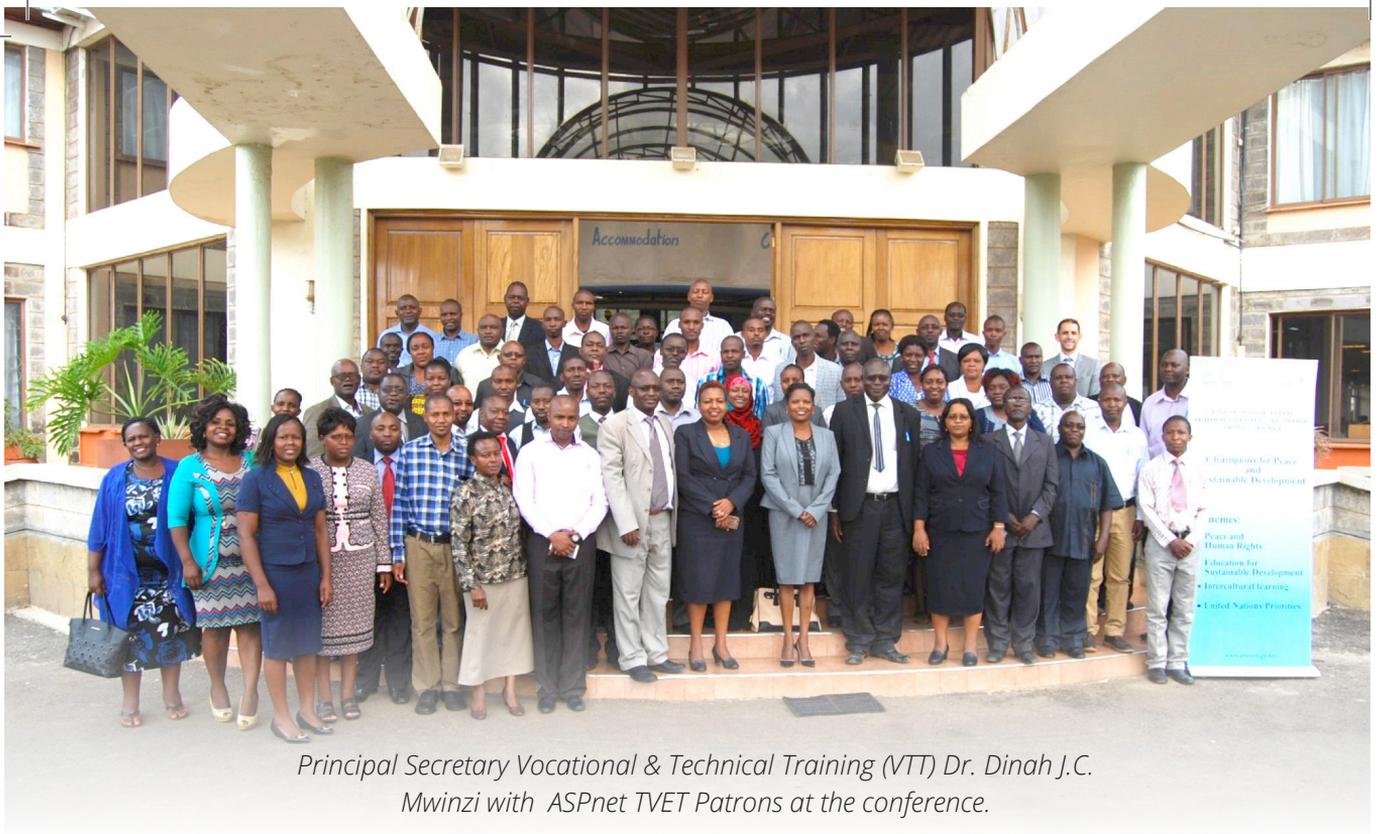
The Kenya National Commission for UNESCO being the focal point for UNESCO activities and programs in Kenya, work includes strengthening of national capacities for promotion of cultural and creative sector. We are committed to partnering with various stakeholders to share information on best practices and UNESCO ideals on promotion of the diversity of cultural expressions.

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**The writer is a deputy director at  
KNATCOM's Culture Programme.**

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*Principal Secretary Vocational & Technical Training (VTT) Dr. Dinah J.C. Mwinzi with ASPnet TVET Patrons at the conference.*

## ASPnet TVET patrons' conference

By Dr Rueben Nthamburi

The Associated Schools Project Network (ASPnet) is a large and unique global network of schools committed to promote the principles and values of UNESCO through developing innovative educational contents, pioneering new teaching and learning methods and approaches at the school level and linking millions of teachers and students across the world. The ASPnet aims to contribute to improving the quality of education in practice in pursuit of peace and sustainable development and is often promoted by UNESCO as a powerful tool to achieve its goals and to increase the Organization's visibility on the ground equally in all Member States.

Since its creation in 1953, ASPnet has been envisaged to contribute to the development of knowledge, values and skills in the area of peace and human rights, and other key UNESCO and UN priorities. According to its mission, ASPnet is a network of committed schools engaged in fostering and delivering quality education in practice in pursuit of peace, liberty, justice and human development in order to meet the pressing educational needs of children and young people throughout the world. ASPnet schools should be navigators for peace and agents for positive change in their respective communities.

ASPnet students and teachers live and interact on a daily basis in a school environment where education goes beyond transmitting literacy, numeracy and basic life skills to empower young generations to foster their social competences and personal development, and to contribute to social cohesion as conscious and active citizens. As such, ASPnet reaches out to this wide range of related quality elements in education, which in the ASPnet Strategy 2014-2021 is further re-affirmed by the focus on applying a 'whole-school' approach. A whole-school approach implies that ASPnet should not only contribute to specific quality elements (or only focus on extra-curricular activities), but should improve the quality of the teaching and learning environment as a whole, by combining all of these quality elements.

At the individual level, ASPnet students should acquire essential life skills, which include teamwork, solidarity, intercultural learning and respect for differences; capacity to conduct research, think critically, analyse results and draw conclusions; adaptability, flexibility, credibility, creativity and lifelong learning; language learning, development and use of their own talents and imagination; and effective use of information and communication technologies.

At the school level, ASPnet staff, and teachers in particular, should contribute to sustained innovations in team teaching, interdisciplinary approaches, more relevant content, production and testing of new educational resource materials and the enhancement of the learning process. ASPnet teachers are encouraged to be facilitators in empowering students to become the real actors in the learning process.

The Kenya National Commission for UNESCO (KNATCOM) through its Education Programme carried out an induction capacity building workshop for Associated Schools Project Network (ASPnet) TVET Patrons. The Induction workshop was the first cohort to be trained under tertiary category in this case TVET under ASPnet.

The main objectives of the workshop was to share historical background of ASPnet, to equip ASPnet patrons with skills, knowledge and attitude empowering them to manage ASPnet institutions, to assist ASPnet patrons identify appropriate activities and flagship projects for their schools and to create networking platform for ASPnet Patrons.

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**The writer is a deputy director at  
KNATCOM's Education Programme.**

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# Promote effective science Technology and innovation policy to reap benefits of knowledge economy

By Dr. Jaro Arero

We are on the verge of the fourth industrial revolution. All the earlier industrial revolutions were based on commodities, be it water, steam or electronics. The industrial revolution 4.0 is a digital revolution anchored on decommodification of economies.

It is a knowledge-based economy which puts premium on the skills of the innovators and the owners of capital. For Kenya to reap maximum benefit, our education system needs a complete overhaul. It is estimated that 35 % of the current professions would be gone by 2035, either because humans have



*DHL Parcelcopters (a drone) delivering a Wparcel in Germany.*

Due to its disruptive and exponential nature, this is not an extension of the information technology revolution. It is an ecosystem where the world's largest cab-hailing company doesn't own a single car but just an app and drones guided by artificial intelligence are used for parcel deliveries.

been replaced by machines and robots or the skills are no longer required. And this scenario will exacerbate class inequalities as the economic gap between the digitally skilled and the unskilled widens which is not only bad for prosperity but poses a significant national security challenge as a vast

majority of the potential workers misses in economic activities due to lack of skills.

More emphasis on Science, Technology, Engineering and Mathematics (STEM) education will be a bulwark against digital disruption and bridge the skills demand and supply gap in the labour market. Emerging fields in areas such as big data analytics, artificial intelligence, robotics, internet of things, virtual/ mixed real and genome editing are all STEM based.

While 20<sup>th</sup> century was a commodity century, particularly oil, in 21<sup>st</sup>

the global business trends move away from brick and mortar stores, poverty reduction and youth empowerment milestones can be achieved by harnessing e-commerce platforms. Global e-commerce giants such as Alibaba and Amazon are able to stay on top by leveraging on massive global digital presence. For long entrepreneurs and budding innovators have faced physical infrastructure as a high barrier to market entry, with digital economy this wall has been brought down.

Affordable, reliable and clean energy is critical for the development of an effective and inclusive economy of



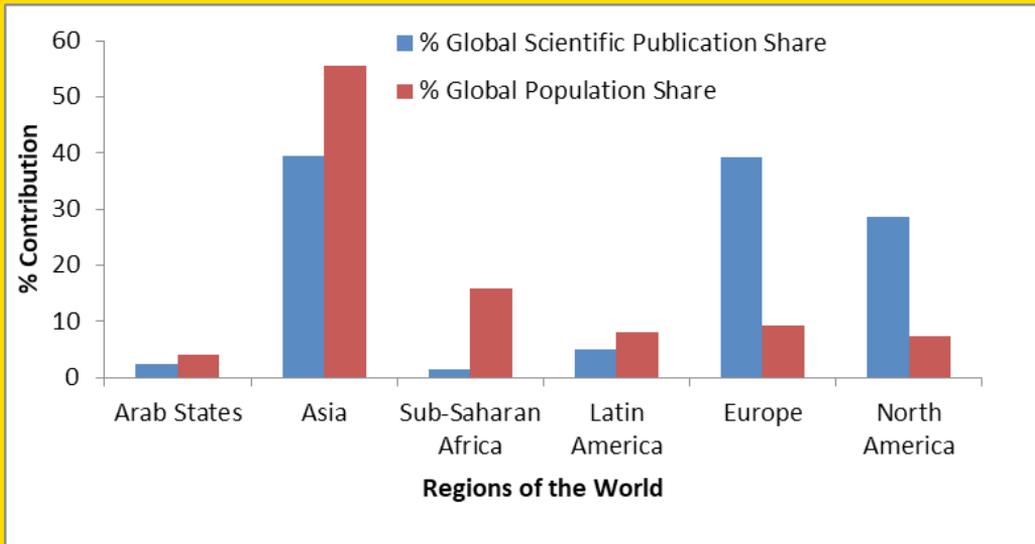
century, data is the new oil. It is not a coincidence that the world's 5 most valuable companies; Alphabet (Google's parent company), Amazon, Apple, Facebook and Microsoft all have data as one of their core businesses.

Quality STEM education will not only make Kenya ready for changing work environment caused by changes in skills requirement but will also be instrumental in addressing the sustainability issues of poverty reduction, quality and affordable education, clean water and affordable sanitation and climate change mitigation and resilient communities. As

any country, currently a significant proportion of the country is not connected to the national power grid. Technologies such as smart grid, solar/thermal energy conversion and advanced battery technologies are all opportunities to improve energy security, cut fossil fuel consumption and reduction carbon food print.

Kenya is a global leader in mobile money transfer technologies. More benefits of Science, Technology & Innovation (ST&I) can be reaped by more investment in R&D and training of more scientists and engineers. Kenya scores low in indicators of effective





*Percentage Population and Scientific Publication Share of the different regions of the world.*

ST&I policies such as patents, peer-reviewed publications, expenditure on higher education and per capita ratio of researchers. Sub-Saharan Africa as a region ranks poorly in scientific knowledge generation, while the region’s share of global population is 15.8 per cent, the global scientific publication is a paltry 1.4 per cent (Figure 2)

Though university enrollments have soured in the last decade, the percentage of scientists and engineers produced has not increased proportionally. Kenya is primarily an agricultural economy, however, over reliance on rain-fed agriculture in the era of climate change has led to unprecedented food security and this calls for a paradigm shift from the existing agricultural practices. More

populous and desert countries have been able to realize food sufficiency through a combination of advanced irrigation, pest control, drought resistant varieties of crops, and breeding technologies.

A young, vibrant and an innovative population is an asset for prosperity and Kenya is fortunate to have these. Right and evidence-based ST&I policies are imperative for Kenya to realize Vision 2030 and internationally agreed development targets namely SDGs, AU Agenda 2063 and the Paris Climate Accord.

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**The writer is a deputy director at KNATCOM’s Natural Sciences Programme.**

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# KNATCOM supports youth for MAB Youth Forum

By Louisa Mwenda

It has been routinely argued that the youth are the leaders of tomorrow, and they are the future.

Its against this backdrop that the 2017 MAB Youth Forum held, aimed at giving them a voice in shaping the future of their territories and defining their engagement in their biosphere reserves.

sustainable development, with a background in environmental sciences and natural resources management. I am currently working with BirdLife International Africa, based in Nairobi. My previous experiences have been at the Kenya Wildlife Service, Ecoplan Ltd, Community Action for Nature Conservation (CANCO) and the Aquaya Institute.



Louisa Chinyavu Mwenda represented the Kenyan youth at the Forum and tells her story.

I am a 26 year old Kenyan lady, specifically from the coastal city of Mombasa, who is passionate about biodiversity conservation and

My passion and expertise lies in conservation research, environmental planning and compliance focusing on biodiversity conservation, environmental impact assessment, natural resources and climate change action. I am also the founder of TLC4Environment a local environmental





group with online presence focusing on environmental awareness and campaigns mainly in environmental conservation and climate change. I am also a member of the Kenya UNESCO Youth Forum, actively contributing to the Natural Science Committee.

Through TLC4Environment, Community Action for Nature Conservation (CANCO) and the Kenya Wildlife Service (KWS) I have had direct experience working with Biosphere Reserves and more specifically with Malindi-Watamu in ecological monitoring and education programmes focusing on conservation and cultural and national identity. I have been involved mainly through civil society engagement whereby I facilitated knowledge sharing and learning in communities.

Malindi-Watamu Biosphere Reserve is a tropical coastal marine zone about 19,600 ha, located on the Kenyan coast about 100km north of Mombasa. It is managed by the Kenya Wildlife Service

(KWS) as national reserve and park and was designated in 1969.

It is characterized by rock platforms, cliffs, creeks, mangrove swamps, the Arabuko Sokoke forest and sandy beaches. The main economic activity





is tourism and artisanal fishing. The Arabuko Sokoke forest is of great importance especially to the Mijikenda community as it the main source of their livelihood including their religion practice sites commonly known as Kayas, which are recognized by the UNESCO as World Heritage Sites. Other than that, it is famous for endemic species of wildlife such as the Clark's weaver bird and the Sokoke Scops Owl.

My expectations for the MAB Youth Forum were met far and beyond! I aimed to learn more how the World Network of Biosphere Reserve (WNBR) works and identify opportunities for Malindi-Watamu BR through fostering a wider network of individuals with the same goals and objectives.

With the rich diversity at the Forum, I widened my networks and contacts which will be a crucial channel of engagement for my commitment towards conservation efforts and promoting my biosphere reserve at different levels. I also managed to share experiences of Malindi-Watamu BR with

participants and learned of other BRs such as their activities and challenges.

I feel very privileged to have taken part in the formulation of the Youth Declaration which will contribute to the MAB Global Strategy. For me, the larger goal is to improve human well-being and conserve the environment by addressing biosphere reserves for more inclusive progress towards the Sustainable Development Goals #SDGs. Therefore though biosphere reserve designation, a higher level of engagement across social, economic and environmental sectors can be provided to access significantly more resources, sustainably.

The MAB Youth Forum is just the beginning towards solutions! I want to thank Kenya UNESCO Youth Forum for believing in my capability and Kenya National Commission for UNESCO, Natural Science Programme for recommending me to attend the MAB Youth Forum.

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**The writer is a member of Kenya  
UNESCO Youth Forum.**

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## Celebrating the International Day of Peace

By Jacqueline Njeru

“Mankind’s survival is dependent upon man’s ability to solve the problems of racial injustice, poverty and war; the solution of these problems in in turn dependent upon man squaring his moral progress with his scientific progress and learning the practical art of living in harmony” – Martin Luther King Jnr

The theme for this years’ International Day of Peace marked on 21<sup>st</sup> of September every year, was ***Together for Peace: Respect, Safety and Dignity for All*** to acknowledge and raise awareness on the plight of many that are forced to leave their homes due to violent conflict. This was a timely reflection of the current global contexts where violent conflict continues to be experienced. In Kenya violent conflict

is experienced in parts of the country emanating from mainly resource based conflicts and the processes and governance of elections in Kenya. These are exacerbated by ethno-centric politics and incitement.

It is in light of this and our long-standing interest to contribute to sustainable peace and security that KNATCOM held a knowledge sharing forum as a post celebration activity to the International Day of Peace. The theme for the forum was: ***Promoting synergy for peace building in Kenya to enhance respect, safety and dignity for all.*** The forum brought together government officials, academia and practitioners to share their experiences in the peace building journey and the challenges faced while addressing the plight of those displaced in our society.

Participants engaged in discussions and knowledge sharing based on the following themes: Peace and Security – Global to National: Emerging issues and challenges; peace building education in Kenya; peace building; a practitioner’s perspective; education in emergencies; emerging forms of violence; national registration processes in Kenya: case of stateless persons in Kenya and forced migration with an experience sharing session from Mr. Ojunni Ojulu Ochalla an Ethiopian Refugee residing in Kenya and UNHCR.

It is agreed that violent conflicts impede stability and development including the ability of institutions to provide vital services in global and national contexts and therefore participants unanimously underscore the importance of collaborations for



*Mr. Ojunni Ochola shares his experience at the meeting.*



*KNATCOM, SG Dr Evangeline Njoka makes the opening remarks at the knowledge sharing forum.*

effective peace building initiatives. The forum’s main outcomes were: enhanced collaborations among participating organizations and individuals and the formation of a working group to explore the modalities of hosting similar engagements as it was noted that information on on-going projects and initiatives was not readily available.

This activity was jointly implemented by the SHS and Education Programmes.

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**The writer is a deputy director at KNATCOM’s Social and Human Sciences Programme.**

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## Our Vision

To be a leading organization in the advancement of peace, sustainable development and intellectual collaboration

## Our Mission

To promote building of peace, eradication of poverty, sustainable development and intellectual dialogue through education, sciences, culture, communication and information

### *Building Peace in minds of Men & Women*



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