



United Nations  
Educational, Scientific and  
Cultural Organization



2019 | INTERNATIONAL YEAR OF  
Indigenous Languages

# IY2019

## Be an Official Media Partner of the 2019 International Year of Indigenous Languages!



### ABOUT THE IY2019

The International Year is both an important mechanism for international cooperation and a year-long celebration, dedicated to promoting an area of international interest or concern. Through the mobilization of different actors, the International Year serves to raise awareness of relevant issues and encourage joint actions around the world. In 2019, the focus of the International Year (hereafter the IY2019) is on Indigenous Languages, with UNESCO serving as the UN lead organization.

The IY2019 aims to draw attention to the critical loss of indigenous languages and the urgent need to preserve, revitalize and promote, and take further urgent steps at the national and international levels.

### Inside the Issue

#### NUMBERS

Numbering around 570 million, indigenous peoples make up the greater part of global cultural diversity and speak the majority of the world's 7,000 languages.

#### FACTS

Indigenous languages constitute the vast majority of the world's linguistic diversity, and are an expression of cultural identity, diversity and a unique understanding of the world.

#### RISKS

The disappearance of indigenous languages is likely to have significant negative impacts on areas such as politics, law and justice, health, education, culture, access to ICTs, and so on.

# WHY INDIGENOUS LANGUAGES?



Unique systems of knowledge and understanding the world



Sustainable development, investment, peace building and reconciliation



Fundamental human rights and freedoms of indigenous peoples



Cultural values, diversity and heritage



Social inclusiveness, literacy, poverty reduction and international cooperation

# WHY SHOULD YOU CARE ABOUT LANGUAGES?



## EBOLA OUTBREAK

Language was one of the main difficulties faced by humanitarian workers responding to the Ebola crisis.

Information and messages about Ebola are primarily available in English or French, but only a minority of people (approximately 20%) in the three most affected countries, Sierra Leone, Guinea and Liberia, speak either language.

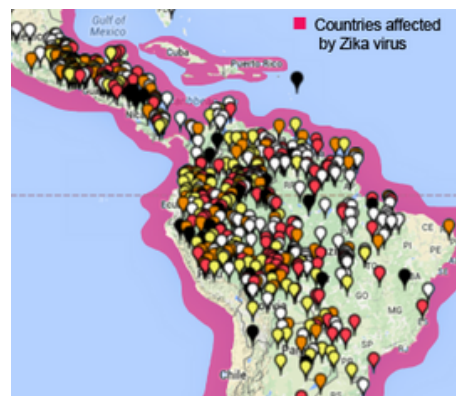
In Sierra Leone, only 13% of women understand English. Most Sierra Leoneans, particularly in rural areas, speak Krio, Mende and Themne.



## REFUGEE CRISIS

Languages spoken by refugees determine their access to information, administrative and legal procedures, education and employment, since the main services provided by the hosting countries are only available in dominant languages.

Research shows that people learn better in their mother tongue than in foreign languages. In countries where the dominant language is not the refugees' mother tongue, this can have a direct effect on social integration and can be a significant barrier to accessing life-saving information.



## ZIKA VIRUS EPIDEMIC

In the case of the Zika outbreak, the prevention campaigns were mainly launched in dominant languages of the LAC region.

Thus, an important part of the population that represents the cultural and linguistic diversity of the region had limited access to information on prevention.

# BENEFITS OF PARTNERING

## Priority at events

- Accreditation for high-profile events (e.g. opening and closing ceremonies).
- Admission to press conferences, workshops and other events related to the IY2019.
- Complete media kit for each event.
- Promotion as a media partner on all event materials, such as websites, official banners and printed materials.
- Include your own selected promotional material.

## Privileged and customized access to information

- Prior access to campaign, press and audiovisual materials, such as banners, photos, video footage, etc.
- Welcome pack containing campaign publications and promotional materials related to indigenous languages.
- Subscription to a bi-monthly newsletter for the International Year Official Partners.

## Participation in a global initiative

- Recognition of your organization as one of the Official Media Partners of the IY2019, and as an organization contributing to positive social change.
- Contribute to the Global Agenda by providing knowledge, expertise and solutions.

## Enhance visibility

- Your organization's logo and a description of its activities will be included in the Official Media Partners section of the IY2019 website.
- Your logo on all our official promotion and communication and promotional materials.
- Publicize your organization by distributing your publication at events and activities related to the IY2019.

## Strategic business alliances and networking opportunities

- Access to the IY2019 network of national, regional and international media partners and other partners from the public and private sectors.
- Interview opportunities and roundtables with indigenous peoples, language experts, participants, organizers, companies, project leaders and other key partners.
- Opportunities to network with other journalists.

## HOW TO PARTNER

This multistakeholder initiative is a great opportunity for media and PR companies such as your own to use your knowledge and expertise to contribute to the preservation, revitalization and promotion of indigenous languages at national, regional and international levels.

Suggested ways for media partners to support the IY2019 include:

- 1** Advertise the IY2019 and disseminate media kit materials through your media channels
- 2** Launch special blogs or websites to promote the indigenous languages and rights of indigenous peoples
- 3** Cover news and events relating to the IY2019
- 4** Create and include special content on indigenous languages on your regular media schedules or programmes
- 5** Organize dedicated communication events (workshops, conferences, etc.)
- 6** Contribute to global awareness by implementing social media and offline campaigns

For further information, please contact:



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