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WHY SHOULD YOU CARE ABOUT THE LINK BETWEEN SPORTS, AS AN INTANGIBLE CULTURAL HERITAGE AND GLOBAL SUSTAINABLE HEALTH DEVELOPMENT (UN SDG3)?

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Author's contribution:

A – Study design; B – Data collection;
C – Statistical analysis; D – Manuscript preparation;
E – Manuscript editing; F – Final approval of manuscript

Abstract

Introduction. The truth is I did not care until the global pandemic and fake news in the media MADE me care! Why? Because UN SDGs are vital to the survival of human life, indeed all lives, on the Anthropocene. What better time to research this as when the whole planet was locked down by one virus? This is a working paper using a subset of the data from a larger longitudinal study. The purpose of this paper was to investigate key questions around the transmission of Sports as a major domain of Intangible Cultural Heritage (ICH).

Aim of the study. The study shed light on the “spontaneous and extemporaneous” way High Performance Sports/eSports ICH-creators transmit to its global community and in an unscripted and unprompted way, included in their transmission process contents that enriched the trust-building aspects of Sustainable strategic health development (SDG3). I isolated and studied this phenomenon by collecting data at an eSports Field configuring event (FCE), studying my subjects who were the highest-ranking world champions of their generation.

Material and methods. Through an abductive qualitative analysis of “living culture” at a major FCE, studying the theories of a “living culture”-transmission (ICH) in the field, a paradoxical framework inquires the unscripted trust-building commentaries regarding the health services provided at large sports venues, during ICH-creators’ Live global broadcast.

Results. The initial findings are based on field data collected at high-level e-sports FCE event (World Chess championship 2020). My ICH-transmission framework cross-validated in practice, the implications that ICH like Sports/eSports have ties with UN SDG3 in strategic trans-disciplinary way.

Conclusions. This research address theoretical assumptions around “tangibility/intangibility” of cultural manifestations. This will contribute long-term to the study of paradox in creative ICH-transmissions. In the short-term, the knowledge improves UN SDG Index-metrics for Sustainable Health (SDG3). My research

challenges assumptions around the requirement of material manifestation of an ICH e.g., a tangible sport played intangibly as an e-sport can still transmit important wellbeing narratives in unscripted and vibrant ICH manifestations.

When critically examined the ICH-transmission process of an eSport contributed to sustainable health promotion agenda by disarming polarity (conflict) caused by viral anti-vax disinformation campaigns; potentially steering the fearful towards an SDG-centric wellbeing mind-frame amidst an uncertainty of Sports and eSports event in the middle of a global health crisis.

Key words: Sustainability, Sports, eSports, Arts, Culture, Cultural Heritage, Tangible Intangible, United Nations Sustainable Development Goals, Climate & Health Crisis, UN SDG Development Strategies, New Media Disinformation.

Core Taxonomies: Sports as ICH Cultural Theory<>Sustainable Development Goals<>Health Crisis Management¹



Art : **Fibonacci no.1**,
by Cecilia W Yu 余詠詩,
Seychelle, 2022.
Dimension: 290 x 420mm.
Medium: Tempura, Pencil,
Marker & 22K gold foil
on paper

Introduction

Research Philosophy

Let's start with fig.1, the famous Gary Pisano's Innovation management book talk [1] memes about Creativity! So cute and marketable! To practitioners like me, Creative Intangible Cultural Heritage (ICH) is NOT messy because we are "living it daily" as "living culture". So too, for

Human Biologists, messiness of the body is a source of life passion and unwavering intellectual curiosity! Had Gary [1] created his theories in a trans-disciplinary way, any Zoologist would have told him: Nature protects the sensitive sights of this dog breed, left exposed, his "discipline and management" will end with a blind dog and if upscaled, probably very expensive biomedical lawsuits!

¹ The <> symbol is used to express the Inter-dependence in a multi-disciplinary research context.



Figure 1. **Pisano Creative DNA book-talk Memes**

When I attended the first Nobel Prize Summit 2021(62) [2], a panel of exasperated Laureates/Scientists called for “Artists Visionaries” to work on the messy implementations of Sustainable Development Goals! They stressed that in 2021, Cold “Hard Truth” about Covid19 were defeated by funny anti-vax Memes (ironically, often featuring cute cats and dogs), causing unnecessary human deaths!

Nobel-Winning Scientific Truths were losing to the PR Grandmasters of Spin! It was time to look for higher power-rangers; the ICH-creators; whom dictators feared and jailed historically for subverting many sophisticated and costly propaganda campaigns!

As an Artist I offer my holistic study of ICH-transmission to overcome Sustainable Health barriers (SDG3) ...so that when the war is over, as scientists we may all keep Ukraine’s living cultures thriving!

Definitions and Theories

Because this working paper utilised a small subset of data from a much wider datasets around ICH, I will briefly cover the macro definitions of ICH and SDGs, with strategic emphasis

for those who will have the important task of rebuilding Ukraine’s Sports and other Intangible Cultural Heritage, to foster the mental and physical health around SDG3.

I do so, knowing that this is one of the most urgent areas for the near future and take this opportunity to contribute to the macro work of my colleagues who are the civil society co-winners of Nobel Peace Prize 2022.

What is Intangible Cultural Heritage (ICH)?

ICH is “living culture” that is viable and sustainable [63] because they are continually practiced by community stakeholders. ICH includes both inherited traditions and contemporary collaborative cultural practices in creative response to their environments [3].

UNESCO’ [63] Convention governs the safeguarding of ICH. Where World Heritage Convention [75] deals with physical, tangible world heritage (e.g., Pyramids of Egypt), ICH is focussed on the Intangible process of cultural continuance.

Hence ICH is a system of tracking traditions, living expressions transmitted trans-generationally [4].

UNESCO catalogued many cultural practices into “domains of ICH” with bigdata. The list of domains is representative, not comprehensive, to encourage diversity and inclusivity. The boundaries between domains are fluid and variable between communities.

The 5 domains in the Framework of the UNESCO ICH conventions [63] are:

Domain 1 Oral Traditions and Expressions: oral language-based vehicle of ICH transmission like chants, oral storytelling, proverbs, riddles, songs, theatrical performances, and poetry etc.

Domain 2 Performing Arts: The arts range from vocal and instrumental music, dance, and theatre, to pantomime etc. This includes the transmission of creating the physical support for the arts.

Domain 3 Social Practices, Rituals and Festive Events: e.g., World Expos (76) that showcase many social practices, rituals, and festive events as habitual activities from all over the world that reaffirm cultural identities, worldviews, and memory of history.

Domain 4 Knowledge and Practices concerning Nature and the Universe: This includes knowledge, knowhow, skills, practices, and representations developed by communities through their understanding and interactions with Nature.

Domain 5 Traditional Craftsmanship: the 2003 ICH Convention focus on practices, methods, skills, and knowledge that enable craftsmanship, and its continued transmission through the ages, rather than preserving the artefacts.

When it comes to Sports and its virtual manifestation eSports, ICH can fall under all five categories.

The domains are inter-related and impacts across the full range of practices. So, for example: Pehlevanliq culture: Traditional Zorkhana games is a protected UNESCO sports under wrestling.

The wrestling falls within the Main Domain 3 as a participatory, community game and ritual, in fact the transmission of the history, rules and the skill of the game intersects with Domain 4.

So too the historic participation of craftsmanship in the creation of the required sports equipment (Domain 5) and the music as well as performance arts around the event hosting like half-time at the Superbowl belongs to Domain 2.

Further the commentaries and the oral discussions about the sporting events, often for years to come if it is important win, belong to Domain 1.

The difference between Superbowl and the Traditional Zorkhana Wrestling game, is that the former with its \$719 million profit and millions of community participation are not endangered, whereas the later are at risk due to many Sustainability factors.

This makes thriving Sports MORE relevant to SDGs because with the reach of Sports as major global ICH and as a management community have great power to reach many globally with targeted messages that are supportive of Sustainable Development Goals.

It is the disparity in power through community diversification and participatory manifestation that determines which sport needs “safeguarding” by UNESCO.

UNESCO's core ICH messages are frequently amplified by the major sporting teams such as Barcelona Fc (soccer) etc.

time implot-maps, generated by UNESCO scholars with big data offering a dynamic visualisation map (see Fig. 2).

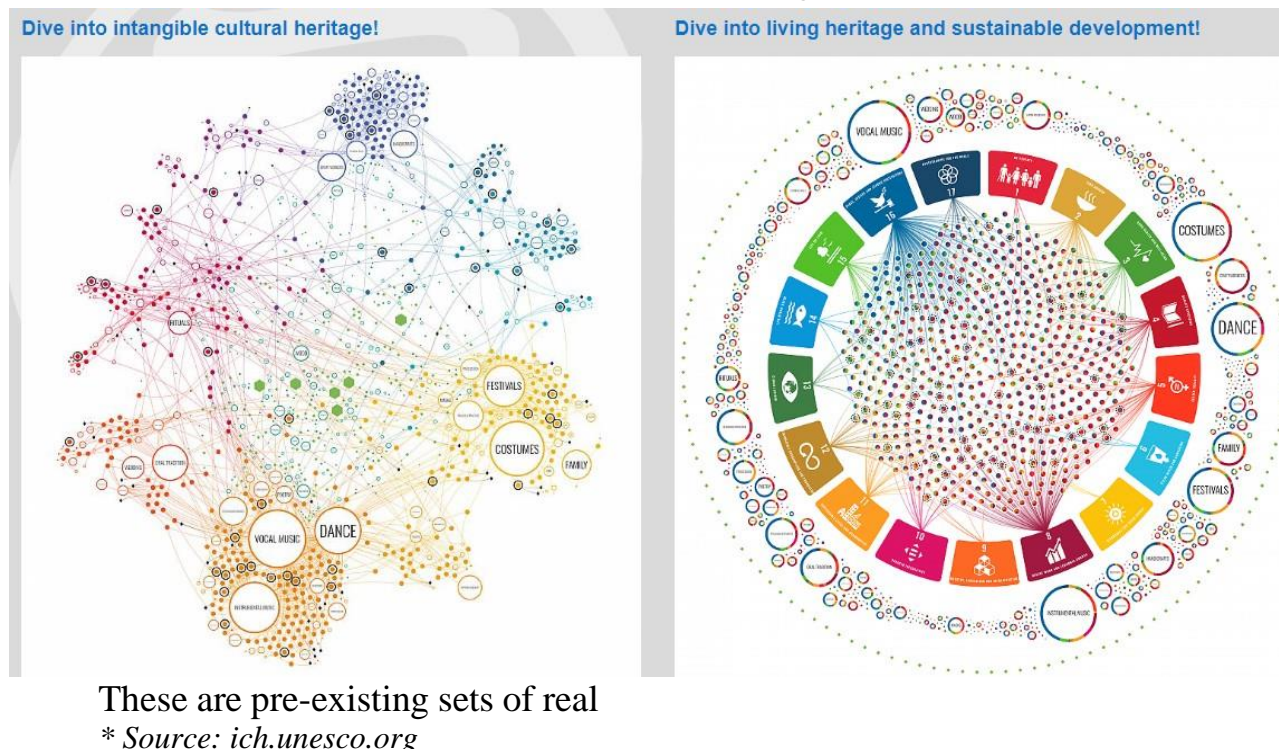


Figure 2. **Screengrab Implot big data of current ICH list interacting with UN 17 SDGs + UNSDR bigdata plots**

What is the UN Sustainable Health Development Goal (UN SDG3)?

The 2030 Agenda about 17 Sustainable Development Goals (SDGs) [71], ratified by all Member States of the United Nations in 2015, aimed “to end poverty and hunger everywhere; to combat inequalities within and among countries; to build peaceful, just and inclusive societies; to protect human rights and promote gender equality and the empowerment of women and girls; and to ensure the lasting protection of the planet and its natural resources.” [64]

For SDG3, in the current research context, I would use the definition by UN Regional Information for Western Europe [72] as “Ensuring healthy lives

and promoting well-being at all ages is essential to sustainable development.” COVID-19 being the destabilizing health crisis that destroyed Economic and Social development for billions of lives on the Anthropocene [73]. My research purposely treats SDG3 as Interdependent without other SDGs because that is the holistic way UN SDGs were conceived in the first instance.

From the perspective of UN global risk/crisis management, peace and security are crucial to attain planetary sustainability. Some scholars argued that “living heritage” is the building blocks for peace and social cohesion when it promotes a humanitarian value [5].



Figure 3. World Health Organisation SDG3, Background paper for the regional technical consultation, 2017 India

In Chapter VI of the UNESCO Operational Directives for the Implementation of the 2003 ICH Convention [70], three dimensions of linkage between ICH and SDGs were stated as “roadmaps”. The most important Strategy is to fully integrate ICH into all UN Member States’ development plans, actionable policies, and programs at all levels (from Super-Macro down to Micro) [63].

Chapter VI did not stipulate the exact methods of implementation but validates ICH as a major factor for SDG implementations [62].

Many governments, businesses, scientists, NGOs, and members of civil societies began multi-disciplinary and sector specific research to get onboard SDG concepts [6].

UNECOSOC invited NGOs and Private sector Non-Profit entities,

granting them “special consultative status” to accelerate “grass-root” interventions through targeted Stakeholder consultations [7-9]. Such partnerships and collaborations are specifically fostered as part of Sustainability Development Goal 17 (SDG17).

Having contributed to such “special consultations” at UN ECOSOC and WHO level, I can confidently say that the urgency and importance of implementing SDG3 successfully cannot be understated [10].

I am of the strategic opinion that there is imperative to steer global economy and commerce derived from event hosting Sports and Cultural ICHs towards improving environmental, economic, and social outcomes [63].

What is the Paradox of ICH-transmission?

The main problem is tracing “living culture” and the grave consequences of ICH-destruction on SDGs [11, 63] when we fail to do so. At the Nobel Prize Summit 2021, the vital interconnection between ICH and SDG was ear-marked as an urgent research knowledge gap.

My research will converge on the core question of: “How ICH-transmission functions as a *spontaneous and extemporary catalytic tool* at Field Configuring Events (FCE) to transmit SDGs values?”

I explored ICH-transmission as a research Paradox regarding “spontaneous extemporary transmission”; which UNESCO experts described as “The Burbuwax Effect”.

Tiago [12] discovered a spontaneous and extemporary manifestation of an ICH that defies external pre-emptive control and media management. He noted that “any community member involved immediately knows her or his role in a cultural ad hoc action” so that collectively the community is empowered to infuse meaning, transmit and transform an extemporary ICH performance, manifesting spontaneously.

This ensures high ICH-vitality and the continued transmission in infinite future variations/adaptations.

The experts in Sports management can surely draw a great deal of parallels between the “spontaneous performances” of athletes and see that there are clear intersections with ICH.

To clarify, my research posits that

while there are no exact units to measure ICH- transmission, there are complex communication dynamics signifying the super-positioning of Intangible/Tangible ICH-manifestations.

An analogy is the decades of Roger’s Stanford research into “Global Consciousness” [13, 14], like the Unified Field Theory [15] in Physics, currently pure science lacks the instrument to measure such an inter-personal transmission of creativity in human consciousness.

Like Roger, I can still theoretically challenge the assumption that “Intangibles automatically manifest in the tangible when materially supported.” [7, 12, 16, 17].

Regardless of measuring units, it is clear in its theoretical conception that UN ICH functions in tandem with SDG: “To urgently safeguard the Anthropocene for the sake of future generations and life on the planet” [5].

Focussing on eSports Chess transmission as an ICH Research puzzle:

This is a working paper. This particular “ICH research puzzle” is extracted from a greater whole of the ICH data collected.

I wanted to preview this subset of interviews and multimedia materials collected at Fide World Chess Championship in Dubai in 2021 because the urgency of safeguarding Ukrainian ICHs for SDG3 cannot wait another few years for my research to conclude.

I share this small extract of my research, as we are looking for an immediate practical ICH-based strategies to overcome the problems created by War and violence.



Figure 4. Cecilia.W Yu (right) meeting with Ukrainian Female World Chess Champion Anna Muzychuk (left), as she transmitted eSports Commentary for the Fide World Chess Championship in Dubai during Global Pandemic Covid Lockdown!

Question: Can ICH be spontaneously and extemporaneous used in Sports / Culture Events to promote Sustainable Mental Health [18-31] when humans gathered to share creative experiences [32-34]?

Matherial and methods

Why a qualitative approach?

A Qualitative approach to Data Collection was selected because there are already extensive global and country-wide studies of ICH with Bigdata [64, 65].

In the past I developed a Sustainability Appraisals Model with a JPMorgan Stochastic Regression expert, to isolate and forecast quantitatively the success of various Government-Corporate JV Projects in 2000s [35, 36].

Since 2000s, a few Nobel prizes were awarded for expanding such “culture components” into multi-disciplinary fields in Economics, Bio-engineering and other natural sciences [37].

In the UNSDSN (2022) Sustainable Development Report [65], 800 academic institutions were invited to consult on “omitted variable bias” [77] is lacking in the global Bigdata analysis of SDG performances).

I feel intellectually compelled to build on theoretical gaps in my previous research, so that my work, in its progression, will influence the impact tracking of Sustainability [65].

My decision to focus on a Qualitative study of ICH is because I understand intimately the consequences when models “drops out” appropriate Culture-based OVBs for Sustainability research [38, 63, 67, 68].

Data collected are via rigorous ICH-transmission based sampling, ethnographies, meta-data-coding and other Active Research tools [74].

	ETHNOGRAPHY	ACTION RESEARCH
Goal	Go Native In-Depth Understanding of Culture Generate Rich and Detailed Social Account	Process Improving Knowledge Advancing Problem-Solving
Focus	Culture and Values	Process and Practices
Main Technique	Participant Observation	No specific technique
Fieldwork	Holistic Comparative Contextual	Essentially Collaborative Reflexive Problem-Solving Driven
Final Product	In-Depth Description of Group's Life	Improved practice New knowledge

Figure 5. Table 1 (c) Pasos et al, 2012

The aim of my data collection was to document incidents where ICH-transmissions referenced SDG3 in top-FCEs and captured “spontaneous and/or extemporary” occurrences where “ICH signifiers” are used by different actors [39, 40].

The scope of this working paper is narrowed to **the study of "spontaneous and extemporary" ICH-transmissions referencing SDG3 at Fide World Chess Championship in Dubai 2021** i.e., Unscripted ICH-referential interactions when SDGs are scripted, at top FCEs with constant Media presence.

The current research acknowledges the UN policy that SDGs should be viewed in its interdependence [62, 65]. However, there must be some practical delimitation for a single researcher, like me so I delimited subjects to key influencers and participants who attend top-FCEs (my Chess GMs & Influencers sub-set).

The abductive data-led approach is embedded into my research design because it is also possible that with my sub-set may emerge as “outliers” data to the “super-macro”, bigdata implot-maps provided by UNESCO about ICH domains.

I will address any potential bias through triangulation of data, implot-maps, and reflexivity. Any flaws in this method will not negate the contextual relevance of the findings for SDG3 short-term implementation i.e., key ICH transmitters responsible can “spontaneously and extemporaneously” AFFECT an infinite set of Beneficiary stakeholders by simply discussing their own SDG3 experience as an unintended beneficiary effect of transmitting their core ICH.

Any delimitation flaws will not affect the research’s viability i.e., to study the qualitative process of ICH-transmission. For that reason, I also expect clusters of context-generated ICH domains to emerge when we delineate based the entire datasets (not covered in the current paper) depending on whether the SDG-context is “Scripted” (Controlled/Managed) or “Unscripted” (i.e.. Spontaneous/Extemporary). Openness to the possibility of “random” manifestation is embedded the research design.

Data collection on location

For this working paper, the data consist of special interests interviews from ICH-transmitters like World Chess Grandmasters, Women Grandmasters, and other e-chess influencers at the Fide World Chess Championship in Dubai 2021. I aimed to identify “outliers” ICH-transmission cases where there is an atypical [41, pp. 355-356], and special ICH creators’ engagement.

My ICH research was conducted at Top-tier field configuring events (FCEs) because Exploring FCEs as microcosms provide a holistic overview, thus enabling a molecular “living” analysis of where SDGs and ICH theories coalesce symbiotically [42].

The following Molecular linkage map (borrowed from the field of Genetics, applied in an interdisciplinary method, to the mapping of Sustainability concepts) of Research Nodes I generated, provides an overview of interconnections between topics.

There is clearly a strong connection between “living culture and sustainable development 2030 goals” which forms the nucleus of the thoughts

and ideas considered in this cluster.

This is a very broad thumbnail of the super macro ideas, but I offer this practice-led dynamic overview to stimulate more macro and micro scholarships in the current Sports and

Health Science.

It is important to understand the super macro perspectives of the ideas behind ICH and SDGs which are now ratified into International Law across 190+ countries within the UN Systems.

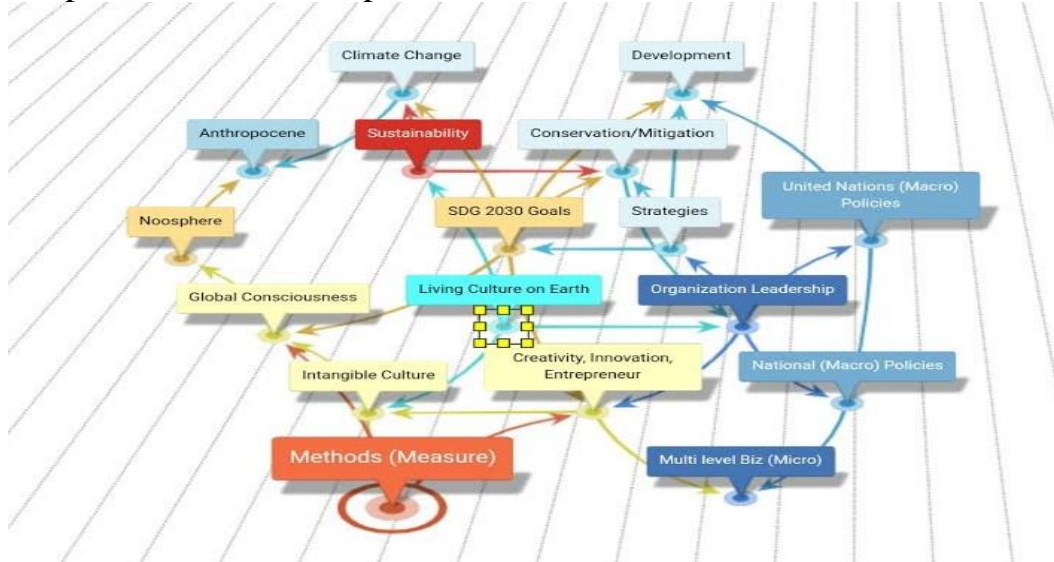


Figure 6. Molecular mapping of Super macro ICH & SDG ideations by Cecilia.W. Yu , as a Practice-led Sustainability Economist working within the UN systems

Results

Since all Top-tier FCEs document their proceedings transparently [43], I collected data using multi-media visual and audio tools on location at the primary source [39, pp. 1030].

In the current paper, I focussed on the Fide World Chess Championship at Dubai in 2021. This FCE was selected based on its TOP-tier status as a competition i.e., only the best chess champions of the world could participate, even for the commentators broadcasting the events as an e-sports to the ICH communities globally, translated into many UN languages.

I also chose the FCE based on access to my subjects: the ICH-creators and the likelihood of obtaining consent from my subjects according to Ethics of

UNESCO ICH Convention [63] and whether they fit into the period of examination of my overall research: Oct 2019-Nov 2022.

I conducted two pilot studies to field validate my methods before I attended the FCEs. Both pilot studies received praise and was up streamed as larger UN strategies. Therefore, I am confident that my data collection skills satisfied the rigour in which a typical UN related project accessed data from 197 countries with 191 delegates from all over the world.

Between 6th Dec 2021 to a follow-up interview 26th Dec 2021, I collected about 80 hours of interviews/audio-visual materials, including e-Chess commentary on the historically longest “game of the century” chess match in recorded game history, between Grandmaster Magnus

Carlsen (Norway) and Grandmaster Ian Nepomniachtchi (Russia Federation), during which World Chess Grandmaster Vishy Anand (India) and Female World Chess Grandmaster Anna Muzychuk (Ukraine) commented for 7hrs 45mins non-stop in between 136 moves!

The epic game finished at 12.20 am, local time! The epic game commentary, during and after the match, yielded rich “spontaneous and extemporaneous” references around SDG3, for the simple reason that all commentators felt the need to delve into the “Mental aspects and the stamina required for such level of intense concentrations”.

There was a lot of commentaries on physical training regimes, mental health and wellbeing including sharing of painful experiences during games, around Covid and the feeling of safety around Venue hygiene conditions and other SDG3 anecdotes.

I look forward to publishing the depth of the findings in the future. For this working paper, I can report that I collected around 200 pages of conversation and about 100 photos and video recordings of relevant Chess and e-Chess global LIVE broadcast ICH transmission experience.

All SDG3 mentions are unscripted because the nature of chess commentary during a Live game is nothing but “spontaneous and extemporary” transmission of the Game. That the “go to” of the ICH-transmission was towards personal, unprompted discussions about health and mental health provided very valuable insights to the inter-relational transmission between ICH and SDG3!

It is of academic interest to note that, while I was collecting the field data

for the World Chess Championship, I missed other important opportunities to collect the following ICH-SDG3 related research opportunities because of lack of time. E.g., Lionel Messi's visit to EXPO for UNICEF Children's access to Health services as Human rights.

So far, the analysis is consistent with my treatment of each FCEs as one would the next generation of “labs” which are experimental culture space in real life scenarios [44, 45].

This style of experimentation has garnered industry support as Sustainability “opportunities” [46, 47, 66]. A later stage of my research will report on how an introduction of a creative-ICH based intervention might impact on the process of the organic ICH-transmission and how that process could cascade infinitely in an incremental and multilateral way, towards Universality [48].

Coding process and the Thematic Analysis:

I will be using three-tiers coding process. The first tier will be done by an ai coding tool, that simply create metadata cataloguing the content, treating the texts *prima facie*. This avoids the clumsy subjectivist coding practices [49] often between researchers who code interviewees manually.

Since ai technology consistently applies the same metadata principles across all texts, as a first order coder, it is more consistent and reliable than e.g. two or more researchers, coding subjectively (common practice in less precise research) where e.g. if the interviews are in English, but some researchers may not be native English speakers or speaks slangs from a different English linguistic subgroups; this creates immediate inconsistencies

and subconscious coding bias, no matter how much the individuals imagine they are objective.

Then when they invoke a 3rd party arbiter, that is adding more subconscious bias to the flames of ethnocentricity! This technique is unsuitable for anyone wishing to research with the level of modern global diversity!

The use of multimedia materials yields reliable and useful findings as photos and recordings provide non-textual cues [50].

The use of ai technology improves intertextual consistency than

most manual coding practice [51]; even where there is algorithmic coding bias, it is consistently applied across all data.

The second-tier coding is a simple “function-based” coding of processes based on the ICH (1-5) domains and SDG (1-17) categories. I am allowing space in my decision process to reflect and stay open to the possibility [45]!

It is in the third-tier coding where most of the analysis will emerge in relation to clear ICH-transmission concepts and SDG from their underlying Sustainability first principles.

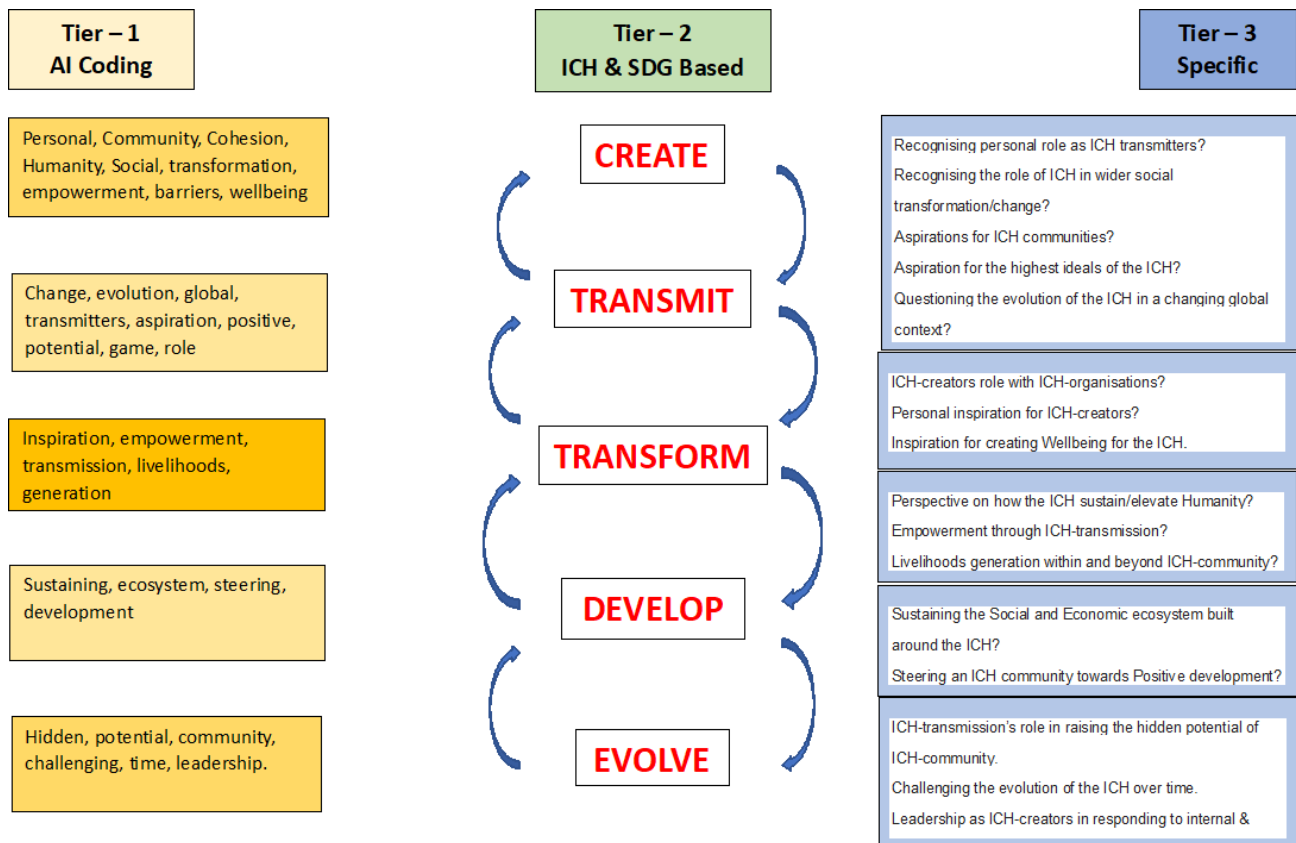


Figure 7. Coding Protocol of ai metadata, process codes and Specific Themes data mining

So far, the data indicated that “spontaneous and extemporaneous” (unscripted) declarations of SDG3 related themes by ICH-creators are “alive” and present.

That the ICH-transmission did not require “physical manifestations” for the SDG3 ideas to be linked to ICH-creation and ICH-transmission. That the organic interrelations between ICH-SDG will

need detailed data mining.

Once the coding is completed, I will be presenting the findings as a thematic summary of the results.

The results will be featured in a follow-up to this working paper. I hope my detailed findings will be much anticipated by my readers and preferably also featured in at least one of many Chess and eSports magazines around the world for pure Entertainment!

Conclusions

As a working paper, I can comment on the general research contribution in two main areas. The first being the results' potential contribution to the theories of mixed-methods research. It was suggested at UNGA, 2022 that the Human Development Index (HDI) [52] or some other complementary Indices can be used to replace "GDP & Growth" only financial measuring models for SDG16.

The outcome of this qualitative research could contribute to mixed-methods research by identifying missing "Omitted Variable Bias" [77] in regression.

My past research in Management and Sustainability appraisal of JV [35] identified a gap that was cultural OVBs in the regression model, summarizes various test that factors in the impact of OVB and the problems of Quantifying such OVB in regressions test.

My research will enable the inclusion of OVB (about "living culture") into statistical modelling based on Observational study (provided the information gives key insights for causality) e.g., like SDG Index [65] is built upon the academic ICH credibility of 800 academics experts and their institutions to trace "Human Cultural Capital" [61], thus

contributing to the accuracy of global SDG-impact tracking [69].

Second, there are several conceptual contributions that the presence of "spontaneous and extemporaneous" SDG3 results supported even before the final data mining.

The research contributes methodologically to the development of a framework that tracks the "Tangible/Intangibles" ICH-transmission paradox. This method explores in greater depth gaps in "living culture" theories [53].

There is also the enhancement of inter-agencies knowledge sharing [11] because in-built within the UNESCO's definition of ICH are ways of finding "common measures" that can be implemented across a broad spectrum of stakeholders, looking for "feedback loops" between Nations, Businesses, and Civil Societies [54].

In terms of trans-disciplinary methods, I utilised tools in Anthropology to study intangible "human dynamic" systems, customising "abstract" scientific models [55-57] like quantum theories, to track cultural systems dynamics [58].

Specific to Sports and esports, the findings may challenge events management assumptions behind "staging" culture (by defaults sports) as products/services [35, 59] and expand ICH-transmission based economic theory [60].

There is potential for novel theories emerging from this research that will benefit other studies around the evolution of "intangibles" human traits around creativity, individuation, and aggression etc. [29, 61].

The aforementioned contributions



require further investigation and research. As a Practice-led Sustainability Economist, who is a member of International Association of Sports Economists (IASE).

I hope the global Sports and Human Health academic community will answer my, hopefully not a Siren's, call for greater academic research in this relatively new area of Sustainable Cultural Development with its accompanying pedagogy of Sustainable Strategic Development.

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Research Ethics

The lead Author obtained ethics approval from the University of Warwick's Ethics office, where at all

material times, the agreement defers to the codes and decisions of the UN Ethics Office.

Authorship Contribution Statement

Cecilia.W Yu: All Creative concepts, all aspects of writing, methods and thematic analysis, all data collection in the field and production of original Art © multimedia visual materials. This paper is the intellectual © copyrights of the lead author.

Fred. Dahlmann: Supervised all aspects of the project since 2019, contributed to the structural integrity of the writing, provided substantial intellectual critiques, an inordinate number of revisions, and signed release for the research and ethics agreements.

Transparency Declaration

The lead author declares no financial or professional interest that would influence the objectivity of her independent research around the topic of UNESCO ICH and UN SDGs. She declares that she is Ambassador for an NGO network in Special Consultation with UN ECOSOC since 2017 at UN Geneva. She occasionally consults on policies at CSW, UNHR and WHO, as a civil society Sustainability Economist (member of IASE).

The second author supervises as an Associate Professor of Strategy and Sustainability, employed by the University of Warwick. He has no funded research in UNESCO ICH and no official UN affiliations. He also receives external research grants from a variety of research trusts for his various Sustainability research streams.

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