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INFORMATION DOCUMENT

EXPERT MEETING ON INTERNATIONAL COOPERATION

Madrid, Spain, 10-12 July 2007

FINAL REPORT

In July 2007, a meeting of independent experts, financed by the UNESCO/Spain Funds-in-Trust, was co-organized by UNESCO, the Spanish Agency for International Cooperation and the Inter-University Institute for Cultural Communication. The meeting aimed to reflect on the implementation of the provisions of the Convention relating to international cooperation, and more particularly, to identify existing difficulties and to propose implementation modalities. This information document contains the final report as well as the meeting conclusions.

1. INTRODUCTION

This report sums up the proceedings and sets out the conclusions of the first Expert Meeting on International Cooperation. The meeting was organized by the UNESCO Section for the Diversity of Cultural Expressions (Division of Cultural Expressions and Creative Industries), the Spanish Agency for International Cooperation (AECI) and the Inter-University Institute for Cultural Communication.

Prepared within the framework of programme activities designed to contribute to the implementation of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, it was financed by the Spain/UNESCO Funds-in-Trust 514 GLO4001.

Cooperation is given a central role in the Convention, accounting for seven articles in Part IV, “Rights and Obligations of Parties”, supplemented by a series of guiding principles and general provisions set out in the Preamble and in Articles 1 and 2. In the interests of efficiency, the work of the experts focused on the following articles:

- Article 12 on the promotion of international cooperation;
- Article 13 on the integration of culture in sustainable development;
- Article 14 on cooperation for development;
- Article 15 on collaborative arrangements;
- Article 16 on preferential treatment for developing countries.

1.1 Objectives of the meeting

To reflect on how to implement the articles of the Convention relating to international cooperation, identify existing difficulties and propose operational arrangements.

1.2 Participants

17 independent experts from 13 UNESCO Member States and 11 Spanish experts invited as observers participated in the meeting. The invited experts – researchers, decision-makers, representatives of bilateral and multilateral cooperation bodies, representatives of civil society and cultural entrepreneurs from Africa and Latin America – represented all of the stakeholders concerned by the implementation of the Convention. The list of participants is **annexed hereto**.

1.3 Organization of the proceedings

The meeting allowed the Spanish observers to take the floor during two half-day plenary sessions, moderated by Ms Milagros del Corral, former Director of the UNESCO Division of Arts and Cultural Enterprise. The 17 independent experts worked *in camera* in two groups for one day.

The working meeting of one group was chaired by Mr Juan Luis Mejia, former Minister of Culture of Colombia. Mr Mate Kovacs, Director of the Observatory of African Cultural Policies, was the Rapporteur. The mandate of the group was to analyse and clarify Articles 12, 13, 15 and 16 of the Convention and to suggest guidelines for their implementation.

The meeting of the second group was chaired by Mr German Rey, Adviser for the Economy and Culture project under the Andrés Bello Agreement (Colombia). Ms Yarri Kamarra, consultant with *Initiatives Conseil International*, was the Rapporteur. The mandate of this group was not only to propose a typology of cooperation programmes and projects based on the concept of sustainable development but also to discuss priority fields and lines of action for cooperation for development in accordance with Article 14 of the Convention.

The last plenary meeting was devoted to identifying the stakeholders concerned by the implementation of the Convention, on the basis of the combined proposals made by the two groups regarding general lines of cooperation.

2. OPENING OF THE MEETING

Ms Leire Pajin, Spanish Secretary of State for International Cooperation, welcomed the participants and thanked UNESCO for organizing the meeting in cooperation with Spanish experts. She briefly outlined the policies carried out by the Spanish Government, which reflect a clear and unqualified commitment to diversity, intercultural dialogue and the Convention. Mr Juan A. Gimeno, Rector of the National University for Distance Education (UNED), then commended the organizers on behalf of UNED and Carlos III University of Madrid and stressed the role of such a meeting in applying the Convention on the ground. Lastly, Ms Galia Saouma-Forero, Chief of the UNESCO Section for the Diversity of Cultural Expressions, thanked the Spanish authorities, presented the results of the first Conference of the Parties and outlined the aims of the meeting as well as the expected results. She also noted that the report of the meeting would be transmitted for information to the Intergovernmental Committee at its first ordinary session.

The first plenary meeting was devoted to a presentation of the challenges, illustrated by an article written by Professor Sabine von Schorlemer on the occasion of a conference organized by the German National Commission in Essen (Germany) from 26 to 28 April 2007. It also included statements by Professor Jesus Prieto, Director of the Inter-University Institute for Cultural Communication, and Mr Alfons Martinell, AECI Director-General for Cultural and Scientific Relations, who had prepared the working document proposed by the Spanish organizers.

Mr Alfons Martinell introduced the Spanish “Culture and Development” strategy, which aims to translate into operational policies concepts developed since the 1990s by such international bodies as UNESCO, the Council of Europe and the Organization of Ibero-American States (OEI). The strategy, for which substantial financial resources have been allocated, enables the various Spanish players in international cooperation to link and coordinate their activities. It lays emphasis on: (i) human resource training in cultural management; (ii) the political dimension of culture; (iii) the economic dimension of culture; (iv) the links between education and culture; (v) support for processes to protect and promote cultural heritage; (vi) stimulation of the process to recognize cultural rights; (vii) stimulation of scientific and technological processes; and (viii) development of links between communication and culture.

3. THE MEETING: INTERNATIONAL COOPERATION IN THE LIGHT OF THE CONVENTION

3.1 Initial remarks

The following points emerged from the discussions:

- Reference was made to the values and principles enshrined in the Convention, in particular: (i) the concept of cultural diversity as a public universal good generating rights and obligations for the entire international community (Preamble); (ii) the principle of openness and balance (Articles 1, 2 and 8), which highlights the importance of dialogue as a basis for cooperation; (iii) the principle of equal dignity of and respect for all cultures (Article 2), which requires cooperation among partners to be placed on an equal footing; and (iv) the need to consider the text in overall terms and take into account its entirety when discussing specific articles.
- The Convention offers an innovative approach to international cooperation as regards: (i) the values and principles that should inspire it; (ii) fields of action; and (iii) the actors.
- Similarly, it compels the Parties to consider culture as a factor of sustainable development, as the text implies that culture is a cross-cutting component of cooperation strategies. Accordingly, culture must henceforth be regarded as an end in itself and, more concretely, as the fourth pillar of development, alongside the economic, social and environmental pillars.

- For this reason, a systemic approach to cultural diversity is to be favoured as a means of guaranteeing the proper functioning, protection and renewal of the “cultural ecosystem”. International cooperation must therefore incorporate processes aimed at creating conditions conducive to the protection and promotion of the diversity of cultural expressions.
- Active cooperation is necessary among the various stakeholders at all levels: national, regional and international.
- The results of cooperation programmes and projects will bear fruit only in the medium term (7-10 years).

It was noted that, although some progress had been achieved to date in developing a conceptual and intellectual corpus in the field, practice and operational actions remained at a pilot and embryonic stage. It must be recognized that the innovative character of the Convention calls for forms of cooperation to be devised as part of an innovative strategic approach in line with technological developments.

Moreover, the experts stressed that returns on the investment to be proposed within the framework of cooperation depended first and foremost on establishing global and sectoral cultural policies and strategies in beneficiary countries as well as on setting goals related to sustainable development. In addition, governmental bodies (national or local) should facilitate and create opportunities for discussion, negotiation and coordination among all of the public, private and civil society actors concerned. On the basis of such participatory processes, conducted by beneficiary countries, cultural policies and development strategies could be formulated, taking into account priorities, needs and potential. These would guarantee the coherence, convergence, viability and sustainability of future cooperative activities. With that in mind, the experts recommended that cooperative activities carried out in the light of the Convention, in particular through the International Fund for Cultural Diversity (IFCD), should focus initially on the provision of technical assistance to the Parties in these areas.

Lastly, it was emphasized that the Convention distinguished between the notion of cultural cooperation among all Parties (Article 12) and the notion of cooperation for development for countries of the South (Article 14). Although these two notions have many points in common, they are not interchangeable.

3.2 International cooperation in accordance with Article 12 of the Convention

Article 12 sets out the general framework for international cooperation in all its forms (bilateral, regional and multilateral) and proposes some concrete measures. Its specific aim is clearly defined as the promotion of diversity. The experts agreed that the enumeration of various kinds of measures in the five subparagraphs of Article 12 was not exhaustive and could be extended. In particular, they could encourage the development and consolidation of professional networks and associations operating at international level as well as the development of new audiences for the diversity of cultural expressions.

- Subparagraph (a) of Article 12. The experts suggested that it would be preferable to keep to the idea of “cultural policies” in the plural rather than “cultural policy” in the singular, while specifying that, for the purposes of the Convention, such policies should: (a) take into account the diversity of cultural expressions; (b) be explicitly formulated; and (c) arise from participatory processes. The experts recommended that account should be taken of the long experience of cooperation on cultural policies of the Council of Europe and the Organization of Ibero-American States, whose Member States recently adopted the Ibero-American Cultural Charter.
- Subparagraph (b). International cooperation should strengthen the public sector and encourage it to engage in discussions and negotiations when drawing up public policy.

- Subparagraph (c). The experts pointed out that this subparagraph has many points in common with Article 15. It highlights the crucial role of the public sector as a stakeholder in partnerships, but also as a facilitator and promoter of partnerships among and with other actors – private sector, non-governmental organizations and civil society – in the cultural and creative industries sector, which is covered by Article 15.
- Subparagraph (d). The experts stressed the goals (mobility, information sharing and cultural understanding, which are far from being achieved), rather than the means (i.e. partnerships and new technologies). Thus, international cooperation should consolidate both tried-and-tested traditional approaches and innovative approaches, such as digital film distribution methods. Reference was made to the experience of the Mexican Film Fund in regard to low-cost satellite distribution centres.
- Subparagraph (e) on co-production and co-distribution agreements. It was pointed out that reference was made here mainly to the audiovisual sector. However, the experts recommended that such agreements be extended to other sectors, such as publishing. Mention was thus made, for example, of bulk purchases of publication rights by independent publishers.

3.3 Integration of culture in sustainable development (Article 13)

The experts considered that Article 13 was drafted less precisely than the other provisions under consideration. They concluded that this article had been introduced into the operative part of the Convention in order to emphasize and remind the international community of the strategic value of culture in terms of development. Several recommendations were put forward on the basis of that interpretation.

First, the experts recalled the importance of the studies conducted since the 1990s on the relationship between culture and development. Culture, as a factor contributing to the achievement of other development goals (including economic growth, good governance and strengthening of social cohesion) should be integrated transversally into cooperation strategies and national development plans in order to ensure their sustainability. However, it should also be regarded as a development goal in itself.

This interpretation requires that the Parties explicitly and effectively take into account the dual impact of culture on development within the framework of international cooperation activities and national strategies that channel official development assistance (ODA). For the time being, this remains the exception.

The subject of sustainability, and the different meanings attached to it, was also addressed. In order to ensure the conditions for the continuation of a given situation – such as enabling future generations to benefit from cultural diversity, indigenous communities to have opportunities to express themselves, or minority productions to always have access to funding – a special effort should be made to develop a systemic approach to cultural development.

3.4 Cooperation for development within the meaning of Article 14 of the Convention: priority fields and lines of action

Article 14 concerns “developing countries” and refers to their “specific needs” for a precise purpose, namely to “foster the emergence of a dynamic cultural sector”. The experts noted that the article sets out forms of cooperation that help to establish and strengthen independent creative sectors, which involve public, private and civil society institutions and organizations, and also to develop local talent, audiences and markets. Cooperation should therefore take into account the viability and sustainability of cooperative measures and poverty reduction.

Five priority fields of action were identified; two cooperation programmes were outlined.

1) Infrastructure, cultural institutionalization and funding systems

This field of action was considered essential to create an enabling environment for creative enterprises to develop and diversity to flourish. The following lines of action were proposed:

- support for the establishment and strengthening of policies and establishment of appropriate regulatory and normative frameworks and cross-cutting, participatory national strategies to promote the diversity of cultural expressions;
- budgetary and human capacity-building in public institutions to enable them to coordinate stable and plural discussion platforms and effectively support the private sector and civil society organizations;
- establishment and/or strengthening of facilities for the creation, production, dissemination and distribution of cultural activities, goods and services at national and regional level;
- development of new funding arrangements for projects submitted by cultural enterprises through micro-credit, low-interest loans or guarantee funds;
- identification of best practices in this field of action publicized by means of new technologies.

2) Creation of distribution and flow systems

Noting that difficulties of access to communication platforms may lead to bottlenecks in the dissemination of genuinely diverse cultural activities, goods and services, the experts recommended several lines of action aimed at encouraging more symmetrical exchanges and cooperation, namely:

- promoting the establishment of points of contact between operators in the same sector and their cross-sectoral coordination in order to encourage them to share resources and skills, in particular access to new markets and increased exchange flows, through the promotion of exports;
- strengthening points of contact with the public and organizing existing distribution networks (schools, libraries, festivals, informal distribution);
- exploring and promoting innovative distribution systems based, for example, on the principles of economic solidarity and cooperatives;
- promoting, at international, regional and local levels, the conduct of descriptive and future-oriented studies on the flow of cultural activities, goods and services to meet the needs of developing countries, taking into account the heterogeneity of contexts in the countries of the South and giving priority to Africa;
- exploring possibilities for harnessing the most accessible new technologies in developing countries (for example mobile telephones) to promote the distribution of cultural products and the diversity of cultural expressions.

3) Action-oriented training and capacity-building

Based on the premise that creativity and human potential, present in all societies, must be encouraged in order to thrive, the experts proposed the following lines of action with a view to enabling local capacities and talent to participate fully in the strengthening of cultural industries:

- preparing and distributing handbooks, aimed at both cultural entrepreneurs (SMEs) and public administrators, to enable them to identify the economic dimensions and challenges of cultural expressions;
- promoting vocational training programmes for culture-related professions for cultural entrepreneurs, public administrators, managers of not-for-profit organizations and professional associations, and training of “mediators” who, on the basis of multidisciplinary training, set up exchanges between local, regional and international cultural players;
- establishing “governmental modems” affording a means of overseeing the creation and development of platforms for exchange and decision-making shared by the various public authorities with responsibilities for the creative economy, cooperation and the protection and promotion of cultural diversity, in particular ministries of culture, foreign affairs and the economy. These “governmental modems” should also be set up to participate in international and regional negotiations relating to the diversity of cultural expressions;
- disseminating information on practical case studies, illustrating examples of entrepreneurial cultural projects successfully carried out in developing countries, but also of unsuccessful projects – which are often the most instructive – that highlight the specific features of cultural industries (by showing for instance that size is not always a criterion of success for independent cultural enterprises).

4) Research, compilation and dissemination of information and mapping for the cultural sector

Noting that many developing countries lack information and documentary resources, the group of experts proposed the following lines of action aimed at promoting a better understanding of the ecosystems of the cultural economy, essential for the formulation of clear policies and strategies:

- promoting the mapping of relations between culture, creative industries and economic development;
- carrying out studies on new evaluation and follow-up indicators that can measure quantitatively and qualitatively the multidimensional impact of cooperative action (economic, social, environmental and cultural), taking into account the contributions of informal sectors, which are very important in many developing countries;
- developing studies on flows of cultural activities, goods and services in the world;
- conducting comparative analyses that capitalize on previous experience in bilateral, regional and multilateral cooperation with a view to protecting and promoting the diversity of cultural expressions in developing countries.

5) Awareness-raising

The group of experts noted that cooperation for development in the cultural and creative fields is not currently a priority, either at national or international level, and that challenges raised by the diversity of cultural expressions are still misunderstood by political leaders and the public at large. They therefore proposed the following lines of action with a view to fostering the emergence of environments conducive to the establishment of projects and programmes that support the diversity of cultural expressions and their inclusion in political agendas:

- promoting the broadest possible consultative process in order to develop a clear and coherent communication and awareness-raising programme (with reference to experiences in the environmental field) aimed at decision-makers, key actors in civil society and cultural industries and the public, understood in the broad sense as “citizens”;

- enhancing the impact of World Day for Cultural Diversity for Dialogue and Development (21 May);
- promoting, in particular, action to raise public authorities' awareness of the strategic value of the diversity of cultural expressions and the role of cultural enterprises in poverty reduction strategies into which a large part of official development assistance is channelled;
- promoting the integration of otherness and cultural diversity into formal and non-formal education systems as a means of encouraging the development of audiences that appreciate diversity and constitute new markets;
- integrating the theme of culture into corporate social responsibility movements.

In addition, the experts outlined by way of example two far-reaching programmes that they considered to be of utmost importance.

Supporting the establishment and networking of multi-purpose resource centres

Cooperation could encourage the establishment of platforms serving different links in the chain of cultural industries as well as the creation of cultural infrastructures that can stimulate the cultural economy, structure its various branches, inject more professionalism into related trades and raise public awareness of diversity. Where necessary, these resource centres would focus on a particular sector (such as music, design and audiovisual production) or would be multisectoral in scope.

Different poles of activity can thus be developed according to clearly identified needs: (i) support for **creation** and **production**, by making appropriate materials and resources available and creating cultural industry incubators; (ii) support for **dissemination**, by creating spaces for the presentation of cultural activities, goods and services, by establishing points of contact with the public and/or sales outlets, helping cultural operators to share their resources and know-how and by providing assistance to professional associations; (iii) support for **professionalization**, by providing information and targeted documentation and organizing training programmes for local cultural operators; (iv) support for public **awareness** and **enjoyment**, by giving access to a diversified cultural production, welcoming civil society associations active in the field of culture and bringing the public into contact with creators and creations.

These centres may be newly created or adapted from existing structures. The coordination and networking of these platforms are preconditions for their development and consolidation, in particular through exchanges of experience and best practices. This measure would help to strengthen their role in supporting dissemination, by facilitating the regional and international flow of cultural activities, goods and services.

This macro-programme was proposed on the basis of an analysis of pilot experiments such as the Reemdogo in Ouagadougou, directed by the NGO "Culture and Development" and the multi-purpose digital film distribution centres set up by the Mexican Film Fund. It requires commitment by the public authorities, local capacity-building and the support of civil society.

**Supporting mapping exercises to foster
the formulation of enlightened policies and strategies**

Cooperation should support analytical, statistical and mapping exercises focusing on the links between cultural diversity, creative industries and economic development. The information thus produced would provide decision-makers with the precise, refined data needed for policy-making. In many developing countries, the sector suffers from a lack of understanding and governments are not yet convinced of its economic potential and its social role in the protection of cultural diversity.

The primary value of mapping lies in the fact that it provides political bodies and public authorities with a clear idea of the impact of culture and the way in which the public sector can create an enabling environment for it to flourish. In addition, mapping exercises call for the identification of all relevant economic activities – organizations, jobs, and so on – in order to form a clear picture of the context, potential and problems of the creative economy as well as of local and regional cultural industries, through dialogue between the governmental, private and civil society actors concerned. Thus, the process itself helps to generate a decisive collective awareness and dynamics that can influence the political sphere as well as the action of the private sector and civil society.

This macro-programme was proposed on the basis of an analysis of experiences. It was stressed that support for mapping exercises should focus on countries or regions with a potentially productive creative economy and that special attention should be paid to promoting, through cooperation, understanding and the use of the results of mapping exercises by all stakeholders.

3.5 Collaborative arrangements (Article 15)

Several experts contended that the goal of Article 15 was to support the diversity of cultural expressions and the capacity of developing countries to protect and promote them, specifically through the partnership development among local actors in the public and private sectors and civil society as well as between them and operators in third countries. One expert, however, spoke in favour of a less restrictive reading of that provision and said that collaborative arrangements also concerned developed countries.

Furthermore, it was emphasized that partnerships should have a dual function, in that they should facilitate exchanges of cultural activities, goods and services and at the same time contribute to infrastructural development and human resource training.

The experts recommended a specific order of implementation for Article 15. Solely on the basis of an analysis of the specific needs of developing countries and the framing of a strategy identifying priority fields of action (white paper or similar) can a true dialogue be set in motion between cooperation partners, culminating in the establishment of the most appropriate collaborative arrangements. Such an approach enables the public authorities to draw up and carry out programmes to strengthen their cultural industries. The discussion was thus consistent with the broad lines of the Paris Consensus, the OECD Development Assistance Committee and the Poverty Reduction Strategy Paper (PRSP) mechanisms.

The involvement of the private sector in the formulation of development strategies and the implementation of partnerships for the emergence of the “dynamic cultural sectors” mentioned in Article 14 was also emphasized. However, recalling the example of NEPAD in the cultural industries sector, the experts highlighted the difficulties frequently encountered in seeking to encourage the private sector to invest in a very small market. The importance of the media in such partnerships was stressed, given their ability to create audiences that crave diversity and increase demand, thereby contributing to the development of electronic commercial networks.

Lastly, the experts noted that the impact and results of partnerships should be monitored and evaluated systematically. They accordingly recommended that diversity indicators should be developed and applied. It was necessary, in particular, to determine the significance of exchanges and measure the degree of market openness to foreign products, the share of local production in local consumption and effective access to cultural products. The experts also recommended that a code of conduct based on ethical principles be drawn up in order to promote partnerships founded on mutual respect for the interests and objectives pursued and to guard against excessive disparities.

3.6 Preferential treatment for developing countries (Article 16)

Preferential treatment may legitimize positive action to promote the circulation in developed countries of cultural activities, goods and services originating from developing countries. The experts emphasized the more imperative wording of Article 16 (“developed countries shall facilitate”) as compared with other provisions of the Convention, according to which “Parties shall endeavour to” (Articles 12, 13 and 14) or “Parties shall encourage” (Article 15).

They also noted the tension between the resolve to set up initiatives to facilitate the mobility of cultural operators from developing countries and their work and the reluctance expressed by many countries, in particular within the framework of the World Trade Organization (WTO), to grant natural persons access to their markets as service providers. In that context, some experts considered that the concept of preferential treatment set out in the Convention did not express a simple concession granted to developing countries but conferred a right on them. Indeed, while it is true that developed countries will have a margin of discretion in introducing the measures that they will take to grant preferential treatment, this does not mean that developing countries will have a passive role to play in that regard. On the contrary, Article 16 is to be seen as a tool empowering developing countries to act.

Moreover, preferential treatment is much appreciated in many countries and, in practical terms, opportunities exist. However, developing countries do not have an overall view of the question and are unfamiliar with these opportunities. It was recommended that measures should be taken to continue and further develop the training of negotiators from the countries of the South and to encourage the flow of information on existing opportunities.

Some experts suggested that it would be advisable to consider setting up economic, social and cultural criteria that countries should meet in order to be granted preferential treatment. The concern would be to ensure that countries in transition or enjoying relatively high levels of development do not monopolize the opportunities thus created to the detriment of the weakest.

Lastly, to further the implementation of Article 16, the experts suggested that studies should be undertaken on related practice and case law, in particular on examples of gaps between various bodies of international law supporting the granting of preferential treatment to developing countries, and on the cultural passport concept. The group of experts similarly recommended that a working group should be set up to analyse Article 16 in the light of international norms in force regarding trade and migration in order to identify concrete mechanisms that could be used by States for that purpose.

3.7 Cooperation stakeholders concerned by the Convention

On the basis of the categories mentioned in the Convention, the experts identified a series of actors who participate or are likely to participate in the implementation of the new approaches to cooperation advocated by the Convention.

First, the actors to which the Convention assigns rights and obligations are: (i) the Parties; (ii) regional economic integration organizations; and (iii) UNESCO.

Secondly, the actors who, in the light of an overall interpretation of the provisions of the Convention, particularly Articles 11 and 15, are required to play a central role, are: (i) **public**

sector entities and bodies involved in the formulation and application of policies relating to the diversity of cultural expressions and international cooperation at national level (ministerial departments and public bodies with expertise in the fields covered by the Convention, regional and local governments and municipalities, and bilateral cooperation agencies); (ii) **multilateral organizations** whose mandates are closely related to the objectives of the Convention, for example the World Intellectual Property Organization (WIPO), the United Nations Conference on Trade and Development (UNCTAD) and the United Nations Development Programme (UNDP), and **regional organizations** such as the Organization of Ibero-American States (OEI), the Arab Organization for Education, Culture and Science (ALECSO) and the African Union, which can play a leverage role in determining the needs of regions in terms of cooperation and encourage the implementation of the Convention; (iii) **tertiary sector** entities and **not-for-profit organizations** such as NGOs working in the fields of culture and development, foundations and representatives of civil society, including cultural activists, who have direct spheres of influence on the ground; and (iv) **private sector** operators (creators, entrepreneurs and cultural enterprises) who are key actors in the creation, production and dissemination of creative works; professional associations, trade unions and entrepreneurial associations, which play a crucial role in structuring the cultural sector and facilitate the establishment of forums for dialogue among professionals concerned as well as between them and the public authorities.

Other actors have an important role to play, namely: (i) the public and citizens in the broad sense, particularly young people, women, persons belonging to minorities and indigenous groups and rural communities – excluded individuals and groups must be given a voice; (ii) universities and research centres; (iii) the media and social platforms for information building, flow and ownership; (iv) bodies active in closely related sectors such as education, teaching, tourism, the new information and communication technologies, the economy and industry, particularly in association with the promotion of corporate social responsibility; and (v) emergent operators in the creative industries sector.

The experts stressed that the central issue was not so much to identify the many stakeholders as to reflect on arrangements for their collaboration and coordination in accordance with the specific features of each programme. Stakeholders should therefore be chosen in the light of their ability to bring added value. These arrangements for collaboration and coordination should be determined on a case-by-case basis according to the nature and goals of the cooperative measures undertaken. Accordingly, as there is no universal recipe, it was recommended that examples of best practices should be compiled and disseminated.

Once again, the experts reaffirmed the importance of adopting participatory approaches by setting up the appropriate conditions and mechanisms to encourage dialogue and coordination among the many stakeholders concerned.

4. CLOSURE

The closing session was chaired by Mr Carlos Alberdi, Director-General of International Cultural Cooperation in the Spanish Ministry of Culture. Ms Milagros del Corral, moderator of the meeting, summed up the proceedings. On behalf of the participants, Mr Jesus Prieto thanked the organizers of the first meeting of experts on international cooperation. Mr Fernando Vicario, Adviser on Culture and Development to AECI, expressed satisfaction with the quality of the debates, which had ensured the success of the meeting, and hoped that its results would contribute to the implementation of concrete programmes. Ms Galia Saouma-Forero, Chief of the UNESCO Section for the Diversity of Cultural Expressions, expressed thanks to all of the participants for their valuable and varied contributions and to the co-organizing Spanish institutions. The meeting was closed by Mr Carlos Alberdi, who was gratified by the results of the meeting and expressed his ministry's commitment to contributing to their implementation.

5. CONCLUSION

- This initial review of Articles 12 to 16 has helped to clarify and spell out the provisions relating to international cooperation. It will need to be followed up and expanded by taking into account the spirit and letter of the entire text of the Convention. The first markers have been put in place. They highlight two concepts, namely, cultural cooperation in the broad sense and cooperation for development, which fosters the emergence of a dynamic cultural sector in developing countries.
- Public policies, administrative measures and participatory processes among the many stakeholders were seen as a precondition to defining visions, strategies and programmes that support cultural industries and to ensuring returns on investments and measurable results within a five-to-seven-year time-frame.
- It was considered essential to identify the various key players in international cooperation concerned by the implementation of the Convention and to ensure practical and coherent coordination between all the stakeholders.
- It was clearly seen to be important to carry out awareness-raising and capacity-building activities within the framework of international cooperation.

Annex: List of participants

FIRST EXPERT MEETING ON INTERNATIONAL COOPERATION

Madrid, 10-12 July 2007

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