

Contributions of the Joint Programme to the implementation of UNESCO's Conventions on culture



[1972 UNESCO Convention on the Protection of the World Cultural and Natural Heritage](#)

Joint Programme actions:

Improved capacities to **safeguard cultural heritage**:

- Improved tourism facilities in the World Heritage cities of Berat and Gjirokastra (e.g. Tourism Information Offices established and map guides produced);
- New MA Programme in Cultural Resource Management inaugurated at Tirana University;
- Training of archaeological park staff in cultural heritage management, conservation and protection.



[2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions](#)

Joint Programme actions:

- **Socially inclusive and creative societies** have been promoted through the creation of a national coordination committee for the Alliance of Civilizations (AoC) (20 May 2009) advocating for cross-cultural understanding and interreligious harmony, and the subsequent development and implementation of a National Strategy on the AoC through various projects (e.g. Rapid Media Response Mechanism established to monitor public debates and media coverage of intercultural issues, high school essay competition organized on the topic "No Clashes, AoC instead").
- **Creativity and production of cultural expressions** have been nurtured:
 - Capacity building of actors in the cultural industries: 25 stakeholders trained in cultural enterprises management, artisans trained in wood and stone products;
 - Over 250 artisans and 500 micro and small entrepreneurs supported in acquiring new skills and setting-up sales points through the establishment of an artisan incubator centre in Gjirokastra (70% of the centre's beneficiaries are women).
- **Equitable access to cultural life** has been supported through the digitization of Albanian film archives.