

## **Article 10 of the Convention**

### **Operational guidelines on education and public awareness (Article 10 of the Convention)**

Approved by the Conference of Parties at its third session (June 2011)

#### **Article 10 – Education and public awareness**

*Parties shall:*

- (a) *encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, inter alia, through educational and greater public awareness programmes;*
- (b) *cooperate with other Parties and international and regional organizations in achieving the purpose of this article;*
- (c) *endeavour to encourage creativity and strengthen production capacities by setting up educational, training and exchange programmes in the field of cultural industries. These measures should be implemented in a manner which does not have a negative impact on traditional forms of production.*

#### **General considerations**

1. *Parties to the Convention have a crucial responsibility to encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, including through formal and non-formal educational programmes, as well as public awareness activities aimed at citizens of all ages.*
2. Educational and public awareness-raising programmes and measures should, *inter alia*, highlight the distinct characteristics of this Convention and bring out its specificities in comparison to other UNESCO normative instruments in the field of culture.

#### **Educational tools and programmes**

3. Parties should encourage, at the appropriate levels, the adoption of an *integrated approach* in the design and implementation of educational programmes that promote the objectives and principles of the Convention. This should involve strengthening the ties between culture and education at the policy, programme and institutional levels.
4. Professions in the field of cultural industries have undergone rapid change; training for these professions must therefore be subject to a continual process of reflection and initiatives. In this respect, Parties shall consider, but not restrict themselves to the following: identification of skills required and gaps in training, particularly related to digital expertise; the development of curricula; building partnerships between training institutions and industrial sectors concerned. Finally, cooperation with public authorities and private institutions involved in sustainable development and youth programmes should also be encouraged.
5. *Schools are important platforms* for transmitting information and knowledge on the importance of protecting and promoting the diversity of cultural expressions to young people.

In this context, Parties can encourage, at the appropriate levels, the introduction of policies and programmes as well as the dedication of required resources aimed at:

- (a) including the diversity of cultural expressions in school curricula adapted to local contexts and cultures;
- (b) developing educational and training materials in multiple formats, including those online, such as books, CDs, videos, documentaries, manuals or brochures, interactive games, etc.;
- (c) inviting artists and cultural professionals in the development of such materials and to participate in the activities of schools and other educational institutions;
- (d) enhancing the capacities of teachers to raise students' awareness about the diversity of cultural expressions and use, wherever available, guides and manuals to this end;
- (e) involving adults and parent associations to suggest themes and modules for teaching about the diversity of cultural expressions in schools;
- (f) involving youth in collecting and disseminating information about the diversity of cultural expressions in their communities;
- (g) transmitting acquired experiences through the promotion of participatory educational methodologies, mentoring activities and apprenticeships.

6. *Higher education, training and research institutions* are important environments for nurturing creativity and building capacities in the field of cultural industries and development of cultural policies. In this context, Parties can support such institutions and encourage them to introduce programmes that facilitate skills development, the mobility and exchange of the next generation of cultural industry and cultural policy professionals. Parties may also consider establishing UNESCO Chairs in the field of cultural policies and industries.

### **Raising public awareness**

7. Parties can devote resources to develop *awareness-raising tools* in multiple formats that meet the needs of diverse audiences, employ new information and communication technologies as well as non-formal means of transmitting knowledge. Artists and cultural professionals are to be invited to participate in the development of such tools.

8. Parties shall *provide support for events* that can raise public awareness and disseminate information on the diversity of cultural expressions through, for example, the organization of symposia, workshops, seminars and public fora as well as exhibitions, concerts, festivals, competitions, international days, etc. In this context, whenever possible, Parties should partner with public and private actors as well as existing civil society structures and networks.

9. The *media* can effectively contribute to raising public awareness about the importance of protecting and promoting the diversity of cultural expressions. Parties should provide support for the production of specialized programmes and campaigns that can be distributed through all types of media and reach diverse target groups. The establishment of a network of cultural journalists specializing in this field could be encouraged. Local broadcasting networks and community radios could play a major role in enhancing knowledge of diverse cultural expressions and events, as well as sharing information on good practices.

### **Promoting cooperation**

10. Parties are encouraged to establish close collaboration with other intergovernmental and regional organizations in their efforts to raise awareness of the importance of protecting and promoting the diversity of cultural expressions.

11. Parties are encouraged, through their designated points of contact (Articles 9 and 28 of the Convention) or through the National Commissions, to monitor the implementation of educational programmes and public awareness activities and to share information and good practices between them.