



Convention on the Protection
and Promotion of the
Diversity of Cultural
Expressions

United Nations
Educational, Scientific and
Cultural Organization

Expert Facility

to Strengthen the System of Governance for Culture in Developing Countries

As a Party to the 2005 Convention, the European Union actively contributes to its implementation. The programme "Investing in People", through the "Access to Local Culture, Protection and Promotion of Cultural Diversity" strand, has been especially important in supporting initiatives since 2007, and in this case has provided UNESCO with funding to create an expert facility to strengthen the system of governance for culture in developing countries.

The Project aims to reinforce the role of culture as a vector for sustainable development and poverty reduction through the provision of high level expertise designed to strengthen human and

institutional capacities in beneficiary countries at the national and local levels.

Technical assistance missions based on the needs and priorities identified by beneficiary countries through an application procedure have been undertaken by top experts in the field of cultural policies to support beneficiaries in their efforts to:

Establish legal, regulatory and/or institutional frameworks necessary to develop the culture sector in their country; and

Introduce policies that address the role of culture in social and economic development, particularly through the fostering of cultural industries.

Who are the beneficiary countries?

Beneficiary countries are developing countries that have ratified the Convention AND are eligible beneficiary countries under the European Union thematic programme "Investing in People".

Who applied?

Ministries, public institutions and public agencies in charge of culture or having a direct influence on the governance of culture, from developing countries included in the list of beneficiaries;

Local public authorities from developing countries included in the list of beneficiaries, if the field of activity to which the project is related has a direct impact on the governance of culture.

Pool of experts

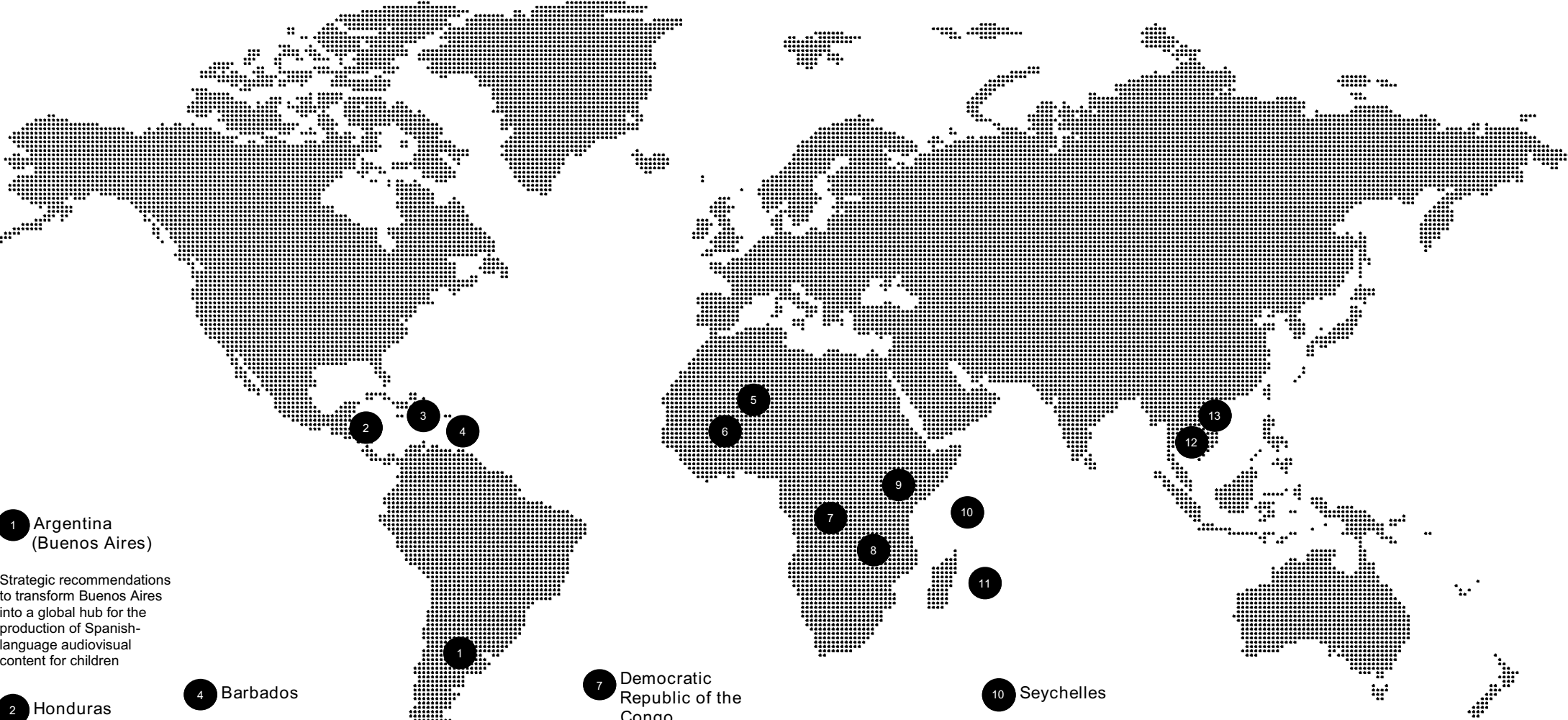
Baltà Jordi (Spain)
Boucher Bernard (Canada)
Buquet Gustavo (Uruguay)
Chifunyise Stephen (Zimbabwe)
Codjo William (Benin)
Čopič Vesna (Slovenia)
D'Almeida Francisco (Togo)
Damasceno Eliane (Brazil)
Dragičević-Šešić Milena (Serbia)
Dümcke Cornelia (Germany)

El Hussein Basma (Egypt)
Fall Youma (Senegal)
Fleming Tom (UK)
Fonseca Carla (Brazil)
Frey Carly (Canada/Ireland)
Galí Montse (Spain)
George Helene (Australia)
Jiménez Lucina (Mexico)
Joffe Avril (South Africa)
Lawes Carol (Jamaica)

Merkel Christine (Germany)
O'Connor Justin (UK)
Pardo Jordi (Spain)
Schargorodsky Hector (Argentina)
Senior Andrew (UK)
Soto Labbé Paulina (Chile)
Stanbury Lloyd (Jamaica)
Van Graan Mike (South Africa)
Villaseñor Carlos (Mexico)
Zappino Vincenzo (Italy)



Map of Technical Assistance Missions



1 Argentina
(Buenos Aires)

Strategic recommendations to transform Buenos Aires into a global hub for the production of Spanish-language audiovisual content for children

2 Honduras

Capacity-building programme for cultural industry professionals in Honduras to increase the sector's competitiveness, sustainability and funding opportunities

4 Barbados

A series of comprehensive policy and strategic recommendations of cultural entrepreneurship in Barbados in order to make cultural industries one of the main contributors to the Barbadian economy

3 Haiti

A cultural industry policy for cultural reconstruction (ongoing)

5 Niger

Training both national ministerial employees and trainers from local offices

6 Burkina Faso

Arts and culture education strategy in Burkina Faso, helping young people to discover and better relate to diverse forms of cultural expressions

7 Democratic Republic of the Congo

Cultural policy declaration for the Democratic Republic of Congo leading the way for a comprehensive and locally-designed cultural policy

8 Malawi

Cultural industry development policy to empower Malawi's cultural operators and cultural industries and reinforce their entrepreneurial skills

9 Kenya

Developing a training programme for musicians and visual artists to strengthen their capacity to develop strategies for marketing cultural goods and services through information and communication technology (ICT)

10 Seychelles

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Creative industries policy and music sector strategy for the Seychelles that will lead the way for improved growth and development support for artists and cultural entrepreneurs

11 Mauritius

Cultural industry development strategy for Mauritius to nurture artistic creation and cultural entrepreneurship

12 Cambodia

12 Cambodia

Cultural industry policy focused on craftsmanship and performing arts in Cambodia intended to create an environment where these industries can thrive

13 Viet Nam

13 Viet Nam

National creative industries strategy for Viet Nam to increase investment opportunities and position the country as a leading creative economy hub for South-East Asia

The UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

The Convention is a legally-binding international agreement that ensures artists, cultural professionals, practitioners and citizens worldwide can create, produce, distribute/disseminate and enjoy a broad range of cultural goods, services and activities, including their own.

Recognizing that culture can no longer be just a by-product of development, but rather the mainspring for sustainable development, the Convention ushers in a new international framework for the governance and management of culture by:

Encouraging the introduction of cultural policies and measures that nurture creativity, provide access for creators to participate in domestic and international marketplaces where their artistic works/expressions can be recognized and compensated and ensure these expressions are accessible to the public at large;

Recognising and optimising the overall contribution of the cultural industries to economic and social development, particularly in developing

countries;

Promoting international cooperation to facilitate the mobility of artists as well as the flow of cultural goods and services, especially those from the global South.



“The contributions of [the Experts] to our country have been truly invaluable to the processes of regional development (...) We are grateful with UNESCO for providing this technical assistance to our Government.”

Julio Raudales, Minister of SEPLAN, Honduras



“ This is a stepping stone for the art community as this is the first move at developing the creative industry here. It is also a way to inform other ministries of the importance, growth and roles the creative industries play in the economy of Seychelles.”

Stephen Lashley, Minister of Culture of Seychelles

