



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Address by Irina Bokova,

Director-General of UNESCO

**on the occasion of the Fifth ordinary session of the Conference of Parties
to the Convention on the Protection and Promotion of the Diversity of
Cultural Expressions**

UNESCO, 10 June 2015

Ministers, Excellencies, Ladies and gentlemen,

I am very pleased to welcome all the delegates to this session of the Conference of Parties to the *Convention on the Protection and Promotion of the Diversity of Cultural Expressions*.

In 2015, we celebrate the 10th anniversary of the Convention, and this coincides with the 70th anniversary of UNESCO.

So this is, indeed, an opportunity to celebrate and also to reflect on the core values we share -- the conviction that cultural diversity is an integral part of human dignity, that it is a driver of innovation and a development multiplier.

Cultural goods and services represent millions of jobs, and drive economic growth - they also represent a wellspring of identity and collective strength.

This combination is the winning recipe to craft more balanced and sustainable development, and this is why UNESCO Member States are working so hard to integrate culture in the new global sustainable development agenda to follow 2015.

The UNESCO 2005 Convention is our best ally to do so.

Over the last 10 years, we have built tremendous momentum for the promotion of cultural diversity, building on a clear vision that is now shared and promoted by some 139 states, and counting...

This vision has three angles:

- First, cultural goods are not mere commodities or objects of trade -- they have both an economic value and a cultural value.
- Second, it is the sovereign right of States to devise, adopt and implement measures to promote the diversity of cultural expressions.
- Third, the protection and promotion of cultural diversity is a joint effort by States and civil society working together. States cannot sustain and foster a truly vibrant cultural sector on their own -- it takes artists, entrepreneurs, and a suitable environment to let them create.

Building on this vision, we have moved forward across the board.

We have adopted a global strategy for capacity-building.

Several sets of Operational Guidelines have been approved to support Member States in adopting efficient policies.

The International Fund for Cultural Diversity is now funding some 80 programs around the world -- 20 percent of which are directly benefit youth.

We have attracted major donor partners -- notably Spain, Italy, the European Union, and the Swedish International Development Agency or SIDA, and I wish to take this opportunity to thank all of our partners once again for their generous support.

With the support of the European Union, we have created an Expert Facility, to assist 13 developing countries to strengthen their national policies and action plans for the development of their creative industries.

This has had tremendous impact on the ground, at the policy level, changing the way development assistance is designed and delivered, from Vietnam to the Seychelles, from Niger to Cambodia.

I was pleased to share these results with European Commissioner Mimica last Friday in Brussels, at a Conference on Culture and Development, in the presence of many delegations, artistes and representatives of the civil society, and I am confident we will soon launch a second phase of this important work.

What is most important is that beneficiary countries are not passive recipients -- they are active partners – Brazil, for example, received funding and shares best practices gained from its projects, now contributing to the Fund for Cultural Diversity.

Some 80 Parties have submitted reports on the manner in which the Convention is being implemented -- this is a wellspring of good practices to harness the power of the cultural sector.

New Zealand has adopted simplified procedures for obtaining a visa for artists.

Denmark adopted a new national strategy on the Right to Arts and Culture.

A number of European trade agreements now refer to the Convention.

We have developed concrete evidence on how culture drives sustainable development.

The most recent data from the UNESCO Institute for Statistics on the flow of cultural goods and services show that the share of cultural goods being imported from the global South has jumped from 29 percent in 2004 to 37 percent in 2013.

All this points to the dynamism and strength of developing countries, especially in the export of audiovisual media and music as well as visual arts.

This will be featured in the first ever global report monitoring the implementation of the 2005 Convention, to be launched in December, with support from the Swedish International Development Agency.

Mesdames, Messieurs,

Trop peu de gens sont encore pleinement conscients du pouvoir des activités culturelles, des métiers culturels, des industries créatives pour l'emploi, pour la cohésion sociale, pour le dynamisme des sociétés.

Ce n'est pas qu'une question économique et d'emploi – même si, en Europe par exemple, le secteur culturel, représente 2 fois plus d'emplois que l'industrie automobile.

C'est d'abord une question d'éthique, de valeurs et du type de développement que nous voulons – un développement à l'image des peuples.

Ensemble, nous devons faire reconnaître cette puissance douce de la culture dans l'Agenda des Nations Unies post-2015.

Les discussions organisées hier sur le numérique, sur la place de la culture dans les accords de commerce, montrent la capacité de la Convention à répondre aux nouveaux enjeux d'aujourd'hui, et nous aurons l'occasion de poursuivre ces discussions.

Nous pouvons encore agir à plusieurs niveaux :

- Augmenter la visibilité de la Convention, expliquer ses objectifs.
- Accroître les ressources de la Convention, et plus celles du Fonds pour la Diversité culturelle.
- Impliquer encore davantage la société civile.
- Construire des industries culturelles et créatives plus performantes.

En cette année de double anniversaire, c'est le moment idéal de renouveler notre attachement en faveur de la Convention de 2005, qui incarne les valeurs fondatrices de l'UNESCO.

C'est l'occasion de rappeler que le développement du secteur culturel et créatif est la clé du développement humain des années à venir, le moyen de participer réellement à des économies et des sociétés du savoir.

Ce n'est pas un sujet technique : c'est un enjeu de civilisation, qui est inséparable du contexte mondial troublé où nous sommes.

Au moment où des extrémistes s'attaquent à la culture, et veulent faire régresser l'humanité pour répandre le chaos, nous devons aussi, en réponse, développer la culture, soutenir les artistes, nous rassembler autour du patrimoine, défendre la création.

Ce sont nos ressources renouvelables par excellence.

Je vous félicite tous pour tout ce que vous avez construit depuis 10 ans : la deuxième décennie sera, j'en suis certaine, plus dynamique encore que la première !

Je vous remercie de votre attention.