

# Training Workshop on Media Diversity and the Diversity of Cultural Expressions

## PROGRAMME

13 September 2019, Ulaanbaatar, Mongolia

Venue: Government Building II

### BACKGROUND NOTE

The UNESCO 2005 **Convention on the Protection and Promotion of the Diversity of Cultural Expressions** is an international legal instrument, ratified by 145 countries and the European Union that supports governments and civil society in their efforts to design and implement policies and measures that support the creation, production, distribution of and access to cultural goods and services.

UNESCO, with the financial support from the Swedish International Development Cooperation Agency (Sida), implements the project “**Reshaping cultural policies for the promotion of fundamental freedoms and the diversity of cultural expressions**” (2018-2021) in 16 partner countries, including Mongolia. This project responds to the expressed needs of Parties seeking support to strengthen the human and institutional capacities of governmental and civil society actors in order to monitor and report on policies and measures that protect and promote the diversity of cultural expressions. For this purpose, UNESCO provides specialized expertise in the organization of multi-stakeholder consultations including governmental and civil society actors; delivers trainings on data collection and analysis; supports interministerial cooperation; and facilitates public debates on emerging topics such as gender equality in the culture sector or artistic freedom.

In particular, this project recognizes that ensuring **media diversity** is crucial for the promotion of the diversity of cultural expressions, since media are enablers and drivers of development – as producers, commissioners, distributors, disseminators and mediators of a vibrant array of high-quality cultural content, whatever the means and technologies used. Recognizing that there can be no media diversity without media freedom, the 2005 Convention stipulates that Parties should adopt measures aimed at enhancing the diversity of media including through public service broadcasting, and more recently, public service media.

In this context, media diversity constitutes one of the key sections in the quadrennial periodic report (**QPR**) **Reporting Framework**, one of the statutory obligations for States that have ratified the Convention. Media diversity is also recognized as one of the key monitoring areas in the Convention’s monitoring framework included in the **Global Reports** 2015 and 2018.

While building the capacities of Mongolian stakeholders for evidence-based and participatory policy making and monitoring processes through the elaboration of the next QPR due in April 2020, the project seeks also to better engage civil society organizations and media professionals. This workshop aims at building their capacity to actively participate in policy monitoring and advocacy for issues related to media diversity for the diversity of cultural expressions.

## **OBJECTIVES**

- To share examples of best practices in media diversity, identify challenges as well as policies and measures to address those challenges within the framework of the 2005 Convention;
- To strengthen capacities of civil society organizations and media professionals to engage in policy dialogue and advocate for issues related to media diversity for the diversity of cultural expressions.

## **EXPECTED RESULTS**

- Participants share common knowledge and understanding of the role of media diversity for the promotion of the diversity of cultural expression and have identified specific challenges and measures in the Mongolian context;
- Media professionals engage in policy dialogue and understand their role and responsibility in advocating for issues related to media diversity for the diversity of cultural expressions;
- Participants develop a draft technical assistance project proposal for the EU/UNESCO project.

## **PARTICIPANTS**

Approximately 30 people from the following categories:

- Government institutions in charge of media and broadcasting
- Academia
- Civil society organizations (CSOs)
- Non-governmental organizations (NGOs)
- Media outlets
- Individual media professionals

## TENTATIVE AGENDA

| Duration    | Session  |
|-------------|--|
| 8:30-9:00   | <b>Registration</b>  |
| 9:00-9:20   | <b>Opening Remarks</b><br>Chair: S. Uyanga, Secretary-General, Mongolian National Commission for UNESCO <ul style="list-style-type: none"> <li>- G. Erdenebat, Director Culture and Arts Authority, Implementing Agency of the Government of Mongolia</li> <li>- Himalchuli Gurung, Programme Specialist for Culture, UNESCO Beijing Office</li> </ul> Group photo |
| 9:20-9:30   | <b>Session 1:</b> Introduction of participants   |
| 9:30-9:40   | <b>Session 2:</b> Presentation of the agenda and objectives of the workshop  |
| 9:40-10:00  | <b>Session 3:</b> Introduction to the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions   |
| 10:00-10:20 | <b>Session 4:</b> Ice-breaking: what are contemporary cultural expressions   |
| 10:20-10:30 | <b>Session 5:</b> The 2005 Convention and the role of the media  |
| 10:30-10:45 | <b>Coffee and tea break</b>  |
| 10:45-11:15 | <b>Session 6:</b> Policies and measures to achieve contents diversity in the media   |
| 11:15-12:30 | <b>Session 7:</b> Break-out: Mongolia's challenges   |
| 12:30-13:30 | <b>Lunch break</b>   |
| 13:30-14:00 | <b>Session 8:</b> Monitoring contents diversity in the media   |
| 14:00-14:30 | <b>Session 9:</b> Challenges to diversity in the media   |
| 14:30-15:00 | <b>Session 10:</b> Mongolia's Quadrennial Periodic Report (QPR)  |
| 15:00-15:15 | <b>Coffee and tea break</b>  |
| 15:15-16:30 | <b>Session 11:</b> Elaborating a technical assistance/peer-learning proposal to strengthen regulatory frameworks for media, under the EU/UNESCO project  |
| 16:30-16:45 | <b>Session 12:</b> The International Fund for Cultural Diversity (IFCD) and the Sida capacity-building   |
| 16:45-17:00 | <b>Closing Remarks</b> <ul style="list-style-type: none"> <li>- S. Uyanga, Secretary-General, Mongolian National Commission for UNESCO</li> </ul>  |