



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

## The Director-General

To Ministers of Parties to the 2005  
Convention responsible for relations  
with UNESCO

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Sir/Madam,

As you know, in 2015 UNESCO will celebrate the tenth anniversary of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The anniversary event will provide a welcome opportunity to celebrate cultural diversity, creativity and the role of culture for sustainable development.

This Convention, adopted by the UNESCO General Conference in October 2005, is the first international instrument of its kind in that it recognizes the dual economic and cultural nature of the cultural goods and services that lie at the heart of creative economies worldwide. Moreover, the Convention affirms the right of Parties to adopt cultural policies and measures aimed at protecting and promoting the diversity of cultural expressions within their territory, and it opens access to and encourages dialogue with cultural expressions from around the world.

Since its adoption, the Convention has achieved many milestones, both at the international and national levels. Through its operational activities, it has helped developing countries, in particular, in their efforts to establish the legal, regulatory and/or institutional frameworks necessary to develop the culture sector in their country. It also has helped them to introduce policies that address the role of culture in social and economic development, particularly through the fostering of cultural industries.

To date, 134 Parties have ratified the Convention. This tenth anniversary will offer a wide range of actors the opportunity to make the Convention more broadly known, thus paving the way for full implementation.

Beyond the above, the anniversary of the Convention provides a framework for forging new pathways that encourage creativity and innovation in the pursuit of inclusive, equitable and sustainable growth and development, and for rallying for the inclusion of culture within the United Nations post-2015 development agenda.

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Making the Convention work is the responsibility of all. Continuing efforts to communicate the value of the diversity of cultural expressions as a prerequisite for vibrant and dynamic cultural sectors is required to foster new signatories to the Convention, as is the promotion of the beneficial provisions of the Convention. Sharing experiences, case studies and innovative practices are, therefore, at the heart of the Convention and its international cooperation agenda.

In this spirit and in line with Decision 7.IGC 13, adopted by the Intergovernmental Committee in December 2013, I should like to invite all Parties and civil society stakeholders involved in the promotion of the diversity of cultural expressions to participate in this landmark celebration, which coincides with UNESCO's 70<sup>th</sup> anniversary. I would like also to invite you to inform the Secretariat of the events and activities that you will organize throughout the year.

To this end, I invite you to forward the attached information form to all relevant partners, to be completed duly and returned to the Convention Secretariat at the following address: UNESCO, Section of the Diversity of Cultural Expressions, Culture Sector, 7 place de Fontenoy, Paris 75007, France; tel: (33) 1 45 68 42 77; fax : (33) 1 45 68 55 95; e-mail: [convention2005@unesco.org](mailto:convention2005@unesco.org). The form also can be downloaded at <https://en.unesco.org/creativity/> and returned by e-mail.

Kindly note that Parties wishing to place activities under the patronage of UNESCO or to use the emblem of the Convention should submit an official request to the Secretariat.

We hope to feature the information received in various contexts, including in the production of special publications throughout the anniversary year, on the dedicated 10<sup>th</sup> anniversary website of the Convention, and in brochures, exhibits, meetings and workshops.

Over the past ten years, few areas have advanced political interest in the development framework more than culture. We can demonstrate that investing in culture and creativity helps to transform societies. Throughout the 2015 anniversary year, this message must be reinforced.

Thanking you in advance for your kind cooperation and your continued support of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, I ask that you please accept, Sir/Madam, the assurances of my highest consideration.



Irina Bokova

Enc.

cc: Permanent Delegations and Observer Missions of the Parties to the 2005 Convention  
National Commissions of the Parties to the 2005 Convention