INTRODUCTION

The cultural and creative industries and sectors (CCI Ss) are drivers and enablers of sustainable development. They generate global revenues of US$ 2,250 billion and provide nearly 30 million jobs worldwide¹, employing more young women and men than any other sector. Moreover, CCISs have become essential for inclusive economic growth, reducing inequalities and achieving the goals on gender equality, decent work and economic growth, and strong institutions, as set out in the 2030 Sustainable Development Agenda.

CCI Ss operate in a complex environment requiring laws, strategies, policies and measures able to create the conditions in which they can flourish and develop. The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) provides a unique framework for sustainable systems of governance for culture agreed by 150 States and the European Union, as the unique Regional economic integration organization having ratified the Convention on 18 December 2006. According to the goals and principles of this international legal instrument, regulatory frameworks of the CCISs should contribute to an enabling environment for the culture sector, where artistic freedom, creativity and innovation, the diversity of cultural contents and expressions, the mobility of artists and cultural professionals and a balance flow of cultural goods and services are ensured. Such frameworks also should be adapted to the significant and rapid changes posed by digital technologies.

Yet developing these institutional frameworks has proven to be a challenge, particularly due to the intersectoral character of the industry and its rapid evolution. The on-going EU/UNESCO project (2018-2022) addresses these challenges by supporting developing countries to:

¹ International Year of Creative Economy for Sustainable Development (unesco.org)
• Design, adapt and/or implement regulatory frameworks (laws, strategies, policies and measures) for the CCI Ss, including intellectual property rights.
• Strengthen skills and capacities to support long-term policy development and implementation that support the CCI Ss.
• Create peer-to-peer mechanisms to strengthen institutional capacities for the CCI Ss through South-South cooperation activities.

PURPOSE

In the framework of the celebration of the 10-year strategic partnership between UNESCO and the European Union and the final stage of the project “EU/UNESCO Expert Facility on the Governance of Culture in Developing Countries: supporting new regulatory frameworks to strengthen the cultural and creative industries and promote South-South cooperation”, the Entity for the Diversity of Cultural Expressions is organizing an exchange session in the margins of the 15th session of the Intergovernmental Committee of the 2005 Convention.

The EU/UNESCO Project stands out, as it provides technical assistance and capacity building for the design and formulation of policies and measures for creativity in a participatory manner. This process allowed 12 partner countries to foster a dialogue between civil society, the professional cultural sector, and public agencies and ministries to create new strategic political documents, while favouring South-South cooperation and peer-to-peer exchanges.

With most partner countries finalising the implementation of the project (which ends in August 2022), this event will serve to address the different impact dimensions of the project, including challenges, lessons learnt and best practices but also to focus on the added value of participatory processes. As such, this event will feed into the reflection to the added value of participatory policy making for creativity, as well as to reflect on design future capacity-building programmes on policy making addressing emerging themes and target groups which are at the core of the UNESCO and EU agendas.

The event will be structured around three principal themes:

• **The added value of a participatory approach** for supporting new regulatory frameworks to strengthen the cultural and creative industries and sectors.
• **Reflections on the different impact dimensions of the project**, in particular on specific beneficiaries such as youth, women, or indigenous people.
• **Moving from designing transformative policies for creativity to concrete measures** that make a difference in promoting the diversity of cultural expressions.

LOGISTICS

The 15th session of the Intergovernmental Committee and this side event will be held online. English and French interpretation will be available.
AGENDA

16:00 – 16:03 Opening by Ms Fatimata Wane, journalist at France 24.

16:03 - 16:07 Welcome Note by Mr Ernesto Ottone Ramirez, Assistant Director-General for Culture, UNESCO

16:07 - 16:11 Welcome Note by Ms Agnieszka Skuratowicz – Head of Unit Youth, Education and Culture, Directorate-General for International Partnerships, European Commission

16:11 - 16:13 Video: Policies for creativity: making a lasting difference

Panel discussion showcasing examples from three countries (Georgia, Mexico and Uganda) involved in the EU/UNESCO project on:

- The added value of participatory approaches for elaborating regulatory frameworks strengthening the cultural and creative industries and sectors.
- The impact dimensions of the project, in particular regarding targeted beneficiaries such as youth, women, or indigenous people.
- The spin-offs of the project making a lasting difference

16:13 – 16:55 Moderator: Ms Fatimata Wane, journalist at France 24,

Panellists:

- Ms Elene Toidze, Head of creative industries division at Creative Georgia.
  
  Project: Designing a creative cluster ecosystem in Georgia

- Mr Alfonso Castellanos Ribot, Member of the EU/UNESCO Expert Facility.
  
  Project: Supporting indigenous and community radio in Mexico

- Ms Juliana Nauma Akoryo, Director of Gender and Community Development in the Ministry of Gender, Labour and Social Development.
  
  Project: Tax incentive measures supporting local content development and the professionalization of the film sector in Uganda

16:55 -17:00 Closing by Ms Fatimata Wane, journalist at France 24.
MODERATOR & PANELISTS

**Fatinima Wane** is a journalist specialised in the African continent. She started her career by joining the investigation cell of Canal+ “90 Minutes”, then worked for various French African press such as Africa International. In 2006, she joined the editorial staff of France 24, where she worked in various capacities, including head of edition, newscoord within the international exchanges, columnist, special correspondent and reporter on various subjects around Africa. She was awarded the Mondiapress 2018 prize for the best journalist of the year who best highlights African culture. Today, she presents the *Journal de l’Afrique* on France 24 and a monthly web programme about African issues, "La Grande Palabre". In 2019, she founded AAC55 | Action Africa Culture, a pan-African initiative aiming to promote culture made in and made of Africa.

**Alfonso Castellanos** is a social anthropologist with over 25 years of experience in the culture sector, focusing on cultural information systems and policy evaluation. As an independent consultant for international organizations such as UNESCO, the Organization of American States, the Organization of Ibero-American States and the Inter-American Development Bank, he has coordinated regional projects in Latin America and the Caribbean and multiple national projects. He provided expertise for the development of the Cultural Information System of the Americas, with the participation of 26 countries ([www.sicla.org](http://www.sicla.org)) and coordinated the Strategic and Prospective Studies at CONACULTA (Mexico) to generate, disseminate and analyze information for cultural policies.

**Naumo Juliana Akoryo** is currently the Director of Gender and Community Development (ai) and Commissioner Family and Culture Affairs in the Ministry of Gender, Labour and Social Development of Uganda. She is a Culture, Gender, and Community Development Specialist and an expert on Intangible Cultural Heritage. She has worked on the formulation, design and implementation of culture and creative industry programmes. She is the focal point for the UNESCO’s 2003 and 2005 Conventions. She is a founder member of the Organization of Indigenous Peoples of Africa and a member of the Board of Trustees of Uganda National Cultural Centre and Cross-Cultural Foundation of Uganda (CCFU).

**Elene Toidze** is an experienced policy professional with a demonstrated history of working in public policy. For the last five years, she has been actively involved in the development and implementation of strategic frameworks in the cultural and creative industries, firstly within the Ministry of Culture and Heritage Protection of Georgia, and now as a member of Creative Georgia. While analyzing specific best practices in creative business development, she is working to shape models and schemes for fostering creative entrepreneurship in Georgia. Through her strong research and analytical skills, international experience and by cooperating with local stakeholders, Elene works on establishing support mechanisms for the creative industries, tailoring policy measures to actual needs of the sector within the country.