United Nations Educational, Scientific and Cultural Organization

Create 2030 PRO GRAM ME

Diversity of Cultural Expressions

FEBRUARY 11-14 2020

13th Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions

FEBRUARY 11-14 2020
Create2030 is a series of talks hosted by UNESCO to discuss how investments in creativity can have a direct impact on achieving the 2030 Agenda for Sustainable Development. Create2030 features artists, academics, policy makers and entrepreneurs from around the world. It introduces innovative ideas for the cultural and creative sectors that promote gender equality, fundamental freedoms, quality education, economic growth and decent jobs and equality between countries.
15:00
The long-term impact of the International Fund for Cultural Diversity’s investments
Room II

11:00
Discovering diverse creative content in the digital environment
Room II

PROGRAM ME
To celebrate the IFCD’s 10-year anniversary, this talk will bring together former beneficiaries to highlight how the Fund’s investments contribute to the implementation of the Convention, by strengthening the means to create, produce, distribute and access a variety of cultural expressions.
“creativity” in developing countries has declined. It decreased from $US 465.9 million in 2005 to $US 257 million in 2015.

In this context, the International Fund for Cultural Diversity (IFCD), the key instrument for cooperation and international assistance of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, constitutes an important mechanism to support the cultural sectors of developing countries Parties to the Convention.

OECD, Statistics on resource flows to developing countries, 2017.
During the Create|2030 Talks, speakers will share their experiences and achievements following the implementation of IFCD projects in their respective countries. They will also discuss the implementation of policies that support professional training for careers in the cultural and creative industries and the production of goods and services that contribute to the growth of the creative economy.

Farai Mpfunya is co-founder and executive director of the Harare-based Culture Fund of Zimbabwe Trust. He was responsible for overseeing the implementation of the “Measuring the Economic Contribution of Zimbabwe’s Cultural Industries” project, which produced the first study on cultural statistics in Zimbabwe.

Since becoming operational in 2010, the IFCD has promoted South-South and North-South cooperation, mobilizing more than US$ 7 million from 52% of Parties to the Convention. These resources have helped to strengthen the cultural and creative sectors in 54 of the 109 developing countries eligible for the Fund.
Maria Carolina de Vasconcelos e Oliveira

Maria Carolina de Vasconcelos e Oliveira is a member of the Brazilian Center for Analysis and Planning - CEBRAP based in Sao Paulo. She was in charge of coordinating the implementation of the “Mapping and strengthening of local cultural value chains” project, which strengthened the knowledge and skills of actors and civil society networks in four Brazilian cities.

Simona Goldstein

Simona Goldstein is a member of Knjižni blok - Inicijativa za knjigu (Book Block - Book Initiative) and the Association of Publishers and Booksellers in the Croatian Chamber of Economics. She coordinated the implementation of the “Regulation of the book market and promotion of reading in Croatia” project, which mapped and analyzed the institutional framework of Croatia’s book sector and developed incentives for the promotion of reading, such as “Book Night.”
This panel will bring together speakers who will discuss the difficulty of discovering and accessing a wide variety of cultural and creative content in the digital environment.
Globally, it is estimated that 82% of internet traffic will be linked to the streaming of video content by 2022, compared to 75% in 2017\(^1\). A similar trend can be observed in the music and publishing sectors, as most cultural and creative content is now mainly accessed through digital platforms. Online distribution platforms, which use cultural data via different indexing tools, are always seeking to better capture the attention of Internet users through their targeted communication strategies.

Metadata, search algorithms, keywords, indexes and catalogs are tools that can influence the discoverability of cultural content in the digital environment. Although these tools are useful for suggesting relevant content to users, they also create silos in which local, independent or less mainstream content become less visible and more difficult to access. This situation is detrimental to both consumers and lesser-known artists. It has an impact on the entire value chain, from creation to consumption, since access to a wide variety of cultural content is a prerequisite for the emergence of new sustainable business models for the cultural and creative industries.

---

This Create|2030 Talk will spark a debate through concrete examples, which will illustrate the impact of “big data” and algorithms on the diversity of cultural expressions. These interventions will enrich the discussions of the Committee of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which will examine the national roadmaps designed by Parties for the implementation of the Convention in the digital environment.

Awa Diop Girard

Awa Diop Girard is president and founder of the music streaming platform Deedo. She is passionate about music, and launched Deedo to give visibility to performers from the African continent and to become the world reference for pan-African music streaming.

The Open Roadmap

A tool to help Parties to the 2005 Convention
- meet the challenges and
- seize the opportunities offered by the DIGITAL ENVIRONMENT.
Octavio Kulesz

Octavio Kulesz is an Argentinian digital publisher and entrepreneur. He is the director of Teseo, one of the first academic e-publishing houses in Latin America. He is also the author of several reports, such as Digital Publishing in Developing Countries, published in 2011. He also authored the chapter on the digital environment in UNESCO’s Re|Shaping Cultural Policies (2015, 2018). Since 2012, he has been one of the coordinators of the Digital Laboratory of the International Alliance of Independent Publishers, based in Paris.

Yenny A. Chaverra G.

Yenny Chaverra, who holds a master’s degree in cultural studies, first taught at the University of Antioquia in Medellin and then at the Black Maria Film School. She is now a professional specialist in culture within the Ministry of Culture of Colombia and also the coordinator of the Retina Latina platform. This platform aims to contribute to the rebalancing of North-South and South-South cultural goods and services, by enhancing Latin American cinema’s access to regional and international mark.
Implementing the SDGs

Culture, creativity and artistic innovation are drivers and enablers of development. As the only international agreement binding States Parties to the integration of culture in their development policies, the 2005 Convention is actively working toward the achievement of the Sustainable Development Goals (SDGs).

To achieve this, the Convention draws on its four goals:

1. **Goal 1** Support Sustainable Systems of Governance for Culture
2. **Goal 2** Achieve a Balanced Flow of Cultural Goods and Services and Increase the Mobility of Artists and Cultural Professionals
3. **Goal 3** Integrate Culture in Sustainable Development Frameworks
4. **Goal 4** Promote Human Rights and Fundamental Freedoms
IMPLEMENTING
the SDGs through culture

Goal 1
SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE

Goal 2
ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS

Goal 3
INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS

Goal 4
PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS
Photo credits:

Cover © Jack Balance, Coconut Disco – African ääniä, play directed by Katariina Numminen, 2011, Finland

p. 4,5 © Thandiwe Muriu, 2013

p. 8,9 © Anabelle Del Valle, 2016

p. 12 © Creative Commons, Anish Kapoor, Dismemberment, Site 1, Flickr – Andym5855, licence sous CC BY-SA 2.0, 2009
Create|2030 is a series of talks hosted by UNESCO to discuss how investments in creativity can have a direct impact on achieving the 2030 Agenda for Sustainable Development.

Create|2030 features artists, academics, policy makers and entrepreneurs from around the world. It introduces innovative ideas for the cultural and creative sectors that promote gender equality, fundamental freedoms, quality education, economic growth and decent jobs and equality between countries.