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Diversity of
Cultural Expressions

The time to invest in creativity is now!

*A special event hosted by UNESCO's International
Fund for Cultural Diversity*

Date: Friday, May 20, 2022

Time: 14:00 – 16:00

Location: Room VI (UNESCO HQ) & online ([Zoom link](#))

Time	Topic / Discussion Item
14:00	Musical performance by Apapacho, beneficiary of the IFCD funded project “Empowering Youth from Disadvantaged Areas of Buenos Aires through Music”
14:05	Opening and welcome remarks by Mr Toussaint Tiendrebeogo, Secretary of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions
14:10	Launch of the new UNESCO video: The time to invest in culture and creativity is now.
14:15	Keynote speech by Mr Ernesto. Ottone R., Assistant-Director General for Culture
14:20	Introduction by Nicolas Pfeifer from the General Directorate of Music of the city of Buenos Aires, Argentina, on their project, <i>Empowering youth from disadvantaged areas of Buenos Aires through music</i>
14:25	Dive into the IFCD-funded project in Cambodia. Cambodian Living Arts: Strengthening civil society engagement in cultural policy development in Cambodia (2021-2023)
14:30	Open Q&A to the project team
14:40	Dive into the IFCD-funded project in Tanzania. Muda Africa: Strengthening the contemporary dance scene in East Africa (2021-2023)
14:45	Open Q&A to the project leader Rachel Kessi
14:55	Testimonial and preview of dance performance by Irene Themistocles Rugakingila
15:00	Keynote speech by Ms Yarri Kamara on how creativity is essential for countries to make progress on the sustainable development goals (SDGs)
15:05	Open Q&A with Ms Yarri Kamara followed by open discussion
15:15	Introduction by Mr Toussaint Tiendrebeogo on the synergies created by two institutions involved in the implementation of IFCD-funded projects in Latin America. Casa de la Cultura Ecuatoriana Núcleo del Azuay in Ecuador and the Insituto Yucateco de Emprendedores (Yucatan Institute of Entrepreneurs)
15:20	Video summarizing the successful collaborations between the Casa de la Cultura Ecuatoriana Núcleo del Azuay of Ecuador and the Insituto Yucateco de Emprendedores of Mexico
15:40	Introduction by Mr Toussaint Tiendrebeogo on the contributions from the Korean private sector, namely K-Auction and Korea Mecenat Association, and further plans of the IFCD to dive into private sector partnerships and philanthropy
15:45	Closing speech by Sir David Khalili advocate for the celebration of the World Day for Cultural Diversity for Dialogue and Development, and to call for support to the IFCD
15:55	Wrap up session with the participants by Toussaint Tiendrebeogo
16:00	Video on the 2005 Convention