High-level Seminar
The inclusion of culture in development programmes
in the framework of the UNESCO/EU Expert Facility Project:
Opportunities and challenges for the diversity of cultural expressions

5 June 2015
BOZAR – Brussels

Programme

08.30 – 09.00 Registration

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<tr>
<th>09h00 – 11h15</th>
<th>Inclusion of culture in development programmes: opportunities and challenges</th>
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Through exchanges and debates, this session will draw conclusions from the UNESCO/EU Expert Facility Project, to measure its results and impacts on the systems of governance for culture (partnerships between governments and civil society, inter-Ministerial coordination, innovative funding mechanisms, etc.) and the strengthening of human and institutional capacities in the field of public policies for the cultural and creative industries.

The discussion will be based, in particular, on the effective results of the technical assistance missions. For example: adoption of the first strategy on creative industries in 2013 in Viet Nam; approval of the creative industries policy in Seychelles and creation of an Agency specially dedicated to the creative industries. Experts and representatives from beneficiary countries will share the good practices and lessons learned as well as the challenges they encountered.

This debate will therefore allow us to draw from the lessons learnt in these four years of technical assistance, including methodologies, to reflect upon innovative modes of cooperation for development.

09.00 – 09.30 Opening

- Mr. Fernando Frutuoso de Melo, Director-General for Development and Cooperation
- Mr. Xavier Prats Monné, Director-General for Education and Culture
- Mr. Alfredo Pérez de Armiñán, UNESCO Assistant Director-General for Culture
9.30 – 11.00 Roundtable discussion: lessons learned on Technical Assistance, followed by Q&A with the audience

- Dr. Bui Hoai Son, Vice-Director, Viet Nam Institute of Culture and Arts Studies (VICAS), beneficiary of technical assistance
- Mr. Francisco d’Almeida, member of the Expert Facility
- Mr. Tom Fleming, member of the Expert Facility
- Ms Avril Joffé, member of the Expert Facility
- Ms Benjamine Rose, Principal Secretary for Culture to the Ministry of Tourism and Culture of Seychelles, beneficiary of technical assistance

Moderator: Ms Christine M. Merkel, member of the Expert Facility

11.00 – 11.15 Conclusions

- Mr. Alfredo Pérez de Armiñán, UNESCO Assistant Director-General for Culture

11.15 – 11.30 Break

11.30 – 12.30 High-Level Panel on Culture and Development

Drawing on the achievements to date of the UNESCO/EU Expert Facility Project, this session will focus on perspectives for culture in development policy in the framework of the Post-2015 Development Agenda. How to better demonstrate the tangible contribution of culture, and especially of cultural and creative industries, to sustainable development?

- Introduction by Mr. Paul Dujardin, Director of the Centre for Fine Arts - BOZAR
- Opening remarks by Mr. Xavier Prats Monné, Director-General for Education and Culture
- Mr. Neven Mimica, European Commissioner for International Cooperation and Development
- Ms Irina Bokova, UNESCO Director-General

12.30 – 1.30 pm Cocktail