QUADRENNIAL PERIODIC REPORT ON MEASURES FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

Ministry of Culture of El Salvador
International Relations and Cooperation Unit
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EXECUTIVE SUMMARY

El Salvador adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expressions on July 2, 2013. The recognition of this legislation as national law provides a framework to support the rights of artists, cultural managers and indigenous peoples, as well as their active participation in the country’s public policies, while emphasizing the importance of culture as a human right.

Policies promoting the development of the craft sector and the protection of the rights of indigenous peoples have been developed on the basis of the Convention objectives. In addition, this adoption has enabled actions to promote intellectual property and government and economic support to cultural industries, and to provide a basis for future policies that further develop these areas.

At the national level, the Convention laid a foundation for the promotion of the arts and culture as tools to develop a culture of peace and prevention of social violence, which has yielded satisfactory results.

At the regional level, the Cultural Policy for Central American Integration, which emerged in 2012, proposes a general objective of contributing to the integral development of Central America as a space for regional cooperation and cultural integration, with a special focus on reaching countries, territories, groups and local communities at a social disadvantage through the development of human and institutional capacities in the cultural sector. In this regard, the policy broadly echoes the principles of the Convention.

International cooperation has been key to cultural management projects. The Convention has provided a policy framework that promotes cultural cooperation and establishes a basis to seek support for cultural initiatives. In this regard, it is worth mentioning the
important role played by the Ibero-American Cooperation Programs (known as IBER Programs). El Salvador has been a member of the IBERESCENA, IBERCULTURA VIVA COMUNITARIA and IBERORQUESTAS JUVENILES Programs since 2014. These initiatives have enabled cultural cooperation between countries and promoted the exchange of experiences between artists and cultural managers.

However, El Salvador recognizes the challenges in implementing the Convention, in relation to the preferential treatment of cultural goods and services, the role of culture in sustainable development, as well as the need to strengthen the participation of civil society, especially artists' groups, cultural managers and various minorities in the formulation of public policies related to culture.

To this end, important documents have been produced in the country over the past decade, such as the National Culture Policy, the Law on the Promotion, Protection and Development of the Craft Sector, the Law on Culture and the Public Policy for Indigenous Peoples. Within this framework, the foundations have been laid for greater civil society participation and the right to cultural access and enjoyment.
1. CONTEXT

1.1 LEGAL FRAMEWORK

El Salvador ratified the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (CPPDEC) on July 2, 2013. Since that date, the Government of El Salvador designated the Presidential Culture Secretariat, currently the Ministry of Culture, as the institution responsible for ensuring compliance with the provisions of the Convention.

Article 1 of the Constitution establishes that "it is the duty of the State to ensure the enjoyment of freedom, health, culture, economic welfare and social justice for the inhabitants of the Republic". Similarly, Article 53 states that "the right to education and culture is inherent in the human being; consequently, the preservation, promotion and dissemination of this right is the primary obligation and purpose of the State". Article 63 of the Constitution also provides that "the artistic, historical and archaeological wealth of the country is part of the Salvadoran cultural treasure, which is to be safeguarded by the State and subject to special laws for its conservation."

Pursuant to this constitutional mandate, a number of laws have been enacted to protect Salvadoran cultural heritage. Legislation pertinent to the 2005 Convention includes the Law on Books, the Law for the Promotion, Protection and Development of the Craft Sector (October 2016), and the Culture Law, promulgated on August 30, 2016.

The Culture Law represents a significant step forward in defending and promoting the cultural and artistic expressions of El Salvador, as it provides a special normative framework for the enjoyment of culture. The purpose of this law, as indicated in its first article, is "to establish the legal regime that develops, protects and promotes culture, as well as the principles, definitions, institutions and legal framework that support national policy in this area, for the purpose of protecting the cultural rights recognized by the Constitution and ratified international treaties."
In 2013, the Government of El Salvador approved the Public Policy on Culture 2014-2024, through Resolution No. 0020/2013, which seeks to "develop a national cultural management system aimed at achieving sovereignty, security and sustainability of cultural processes that develop the cultural rights of individuals within the national and international legal framework; the improvement of their quality of life and the development of El Salvador".

In this regard and based on the principles established by the policy, the role of the Ministry of Culture as the governmental institution responsible for cultural management, is defined within the "Five Year Development Plan 2014-2019: Productive, Educated, and Safe El Salvador". This governmental plan aims to "make El Salvador an inclusive, equitable, prosperous, and supportive country that offers opportunities for good living for all its people and which, as a fundamental prerequisite for this, recognizes the differences and specific needs of different population groups".

Within the framework of this Five-Year Plan, 11 strategic objectives were established. Objective number 8 refers exclusively to culture, and describes the need "to promote culture as a right, a driver of cohesion and identity, and a transformative force in society." This objective has seven strategic lines:

- Promotion of processes to transform attitudes and behaviors compatible with good living
- Strengthening public institutions related to culture
- Development of the country’s arts and cultural wealth
- Increased access for the population to cultural goods, products, and services from the country
- Recovery and promotion of historical memory and a culture of peace
- Recognition of the value, dissemination and ownership of cultural and natural heritage from an intercultural perspective
- Promotion of the rights of indigenous peoples
Objective 8 of the Five-Year Development Plan 2014-2019, which incorporates the inputs from the Public Culture Policy for 2014-2024, is the central document containing the cultural policy guidelines of the current Government, and provides the framework for action of the Ministry of Culture.

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8.2 Strengthening public institutions related to culture
1.2 INSTITUTIONAL FRAMEWORK

The Government of El Salvador created the Ministry of Culture on January 18, 2018, through Executive Decree 01/2018, which entered into force following its publication in the Official Record on April 19, 2018. As of that moment, all of the departments and personnel working under the Presidential Culture Secretariat became part of this new ministry.

The Ministry of Culture operates as the supervisory body for cultural affairs and promoter of national culture, as established in Article 35 of the Culture Law. The vision of the Ministry is to be the duty-bearer institution of the right to culture as a factor for identity and social change. Its mission is to ensure the right to culture and strengthen Salvadoran identities, exercising a governance role for the protection, conservation and dissemination of the country's cultural heritage and artistic expressions.

The Ministry of Culture works toward four strategic objectives:

- To ensure the right to culture as a factor for cohesion, identity, and social transformation.
- To protect, conserve, and promote cultural heritage and artistic expressions.
- To foster scientific research and academic training in culture and the arts, to further the knowledge and development of Salvadoran society.
- To implement an institutional management model rooted in quality and excellence, with broad participation, inclusion, and transparency.

The competencies of the Ministry of Culture include:
• Acting as the governing entity to ensure compliance with the Culture Law, as well as the Special Law for the Protection of Cultural Heritage in El Salvador, and their respective regulations.
• Enhancing participation from diverse social sectors in national cultural and artistic affairs.
• Enhancing historical memory and strengthening local and national identity-building processes.
• Promoting the development of a culture of peace and respect for human values.
• Designing and enacting a local implementation strategy for cultural policies.
• Stimulating dialog and interdisciplinary work through culture.
• Building and developing cultural linkages with the Salvadoran community abroad.
• Promoting the development of formal, non-formal, and informal arts and culture education in different disciplines.
• Managing and seeking financial resources for the development of Ministry of Culture projects.

The Ministry of Culture has four General Directorates that implement the plans, programs, and projects under the ministry’s purview:

• **General Arts Directorate:** This directorate addresses artistic production through the concession of spaces for performing and visual arts, creation of dance, choral, and orchestra performances, audiovisual productions, and arts education. The directorate seeks to generate spaces and roving programs for music and the performing arts, closing the gap in access to the arts that persists in many territories due to the lack of appropriate spaces for these activities. The General Arts Directorate is also responsible for reviewing existing academic plans and adapting these programs to rise to the challenges for contemporary arts education. This directorate oversees national artistic companies such as the National Folk Dance Company, the National Chorus, the National Symphony Orchestra, and the National Dance Company.

• **General Directorate for Research, Documentary Archives and Publishing:** The objective of this directorate is to offer access to quality works on Salvadoran culture, history, arts, and literature. This literary production is provided through
the services at the National Library, free distribution to local libraries and cultural centers, or points of sale for the Publication and Printing Department, at affordable prices. This work seeks to help disseminate the cultural knowledge of the country and preserve historical memory, including that of historically excluded social groups.

- **The General Directorate for Cultural and Natural Heritage** is responsible for protecting the cultural and natural heritage of El Salvador, working to identify, recover, research, conserve, document, disseminate, and recognize the value of this national wealth, in accordance with the provisions of the Special Law for the Protection of Cultural Heritage, and its corresponding regulations. This directorate also handles requests for construction licenses on sites and properties with cultural value in historic urban centers or archaeological or paleontological sites, issuing appropriate resolutions in each case. These resolutions seek to safeguard and protect the cultural wealth of the country and ensure the conservation of any such properties that may be developed.

- **The General Directorate for Territorial Networks** is positioned to bring together a network of public spaces for the promotion of cultural rights and local development. These spaces must be based on respect for the value of cultural diversity, community artistic expressions, intergenerational dialog, and social cohesion. This directorate also fosters engagement, diversity, and cultural exchange, along with different civil society institutions and initiatives. The goal of these actions is to consolidate a strategy for local socio-cultural, artistic, and economic development, enhancing citizen identity and participation across the country.

The Ministry of Culture also oversees a series of departments, programs, and special projects in function of its mission. These include:

- **Cultural Centers Network:** This network consists of a series of spaces that are open to the public and generate and promote artistic and cultural expressions and practices on a local and regional level to strengthen cultural identity. These actions are undertaken through participatory processes to build creativity and identity.
There are currently 163 cultural centers in the network, which have served over 2 million people from 2014 to the present.

- **Department for Indigenous Peoples:** This is the agency that promotes the rights of indigenous peoples in El Salvador. This department has promoted the development of public policy on indigenous peoples and has collaborated in drafting the public policy for indigenous peoples' health. The Department for Indigenous Peoples also sits on the Multi-Stakeholder Roundtable on Indigenous Peoples, with the goal of producing immediate actions, programs, and public policies to progressively uphold and ensure indigenous rights.

- **Public Library Network:** This network promotes reading and coordinates participatory activities with schools and community organizations working for education on a local level. There are currently 32 public libraries.

- **Department of Printing and Publication:** This is one of the two national printing houses that prints and distributes novels, stories, poetry, playwriting, history books, and others, predominantly from Salvadoran authors.

- **Floral Games:** This event is a literary contest held to promote Salvadoran writing. From 2015 to 2018, 53 contests have been held to award different areas of literature, including essays, poetry, short stories, playwriting, and novels.

- **Children's and Youth Chorus and Orchestra System:** This initiative serves a significant part of the population at risk of social violence, and promotes culture as a mechanism to sustain good living through collective music practice. This system brings children, adolescents, and youth (starting at age 3) together through musical education and practice to form choruses, orchestras, bands, and ensembles. Together, these initiatives make a contribution to violence prevention. From 2014 to 2017, over 27,000 students from the metropolitan areas of San Salvador, San Vicente, Chalchuapa, and Ilobasco have benefited from this program.

- **Culture Satellite Account:** This measurement tool attempts to calculate cultural industries' contribution to the national economy. The measurement is currently underway with support from the Central Reserve Bank and the General Department for Census and Statistics. This initiative estimated that Salvadoran households consumed over $340,000 in recreation and cultural services in the year 2017.
• **Department of Printing and Publication:** This is a national print shop and publishing house specializing in books by Salvadoran authors or on the history of the country. This department has published 39 titles from 2014 to 2017.

• **National Center for the Arts and the "Morena Celarié" National School of Dance:** These two arts education institutions offer over 150 courses each year to build key competencies in their students to find creative solutions for the national reality. Currently, these institutions serve over 2,500 children, youth, adults, older adults and people with disabilities.

• **Bibliobus:** This is a mobile library to promote values of peaceful coexistence and social peacebuilding through literary texts. From 2014 to 2017, the bus has visited over 98 communities and served over 11,000 students from public and private schools.

• **Resource Transfer Program for Cultural Institutions:** The goal of this program is to strengthen citizen participation in activities related to Salvadoran arts and culture, aligned with the objectives of the Ministry of Culture. From 2014 to 2017, $1,356,150.00 (US) has been invested in 53 projects proposed by civil society organizations.

In accordance with Article 9 of the CPPDEC, in 2018 the Ministry of Culture issued Note Ref.A00.3/241/2018, in which El Salvador designated the Head of the International Relations and Cooperation Unit at the Ministry as the liaison for the Convention Technical Secretariat.

### 2. POLICIES

#### 2.1 PROMOTION, PROTECTION AND DEVELOPMENT OF THE CRAFT SECTOR

Given that the CPPDEC proposes the implementation of "measures aimed at providing domestic independent cultural industries and activities in the informal sector effective access to the means of production, dissemination and distribution of cultural activities, goods and services", the Law for Promotion, Protection, and Development of the Craft Sector was promulgated in 2016 in El Salvador. The objective of this law is to "promote, protect, and develop the craft sector, recognizing its fundamental role for craft producers,
with a focus on individuals of indigenous origin, whose production generates identity and enriches the country's cultural heritage and development".

The law promotes craft development through different agencies, including the Consultative Committee on Crafts, made up of governmental institutions as well as civil society groups, the National Craft Sector Registry, the National Crafts Award, the Craft Country Brand, and others. The law also urges the promotion of craft markets through programs to facilitate raw materials, training workshops, technical assistance, financing, national and international promotion, access to markets, and facilities for intellectual property registration. Most of these initiatives remain in the design and planning stage.

According to the law, the implementing body for the sector is the National Commission for Micro and Small Enterprise (CONAMYPE), which is also responsible for creating the National Craft Development Policy. In this regard, CONAMYPE and its Craft Development Department have undertaken a series of actions to uphold and comply with the law. This department is charged with promoting the Comprehensive Craft Development Strategy to enhance the development of the domestic craft sector, positioning it in domestic and international markets. The strategy has four strategic lines:

1. Support for partnership and associative efforts in the craft sector
2. Promotion of a specialized training program for the craft sector
3. Promotion and dissemination of the craft sector and products
4. Support to build the business development and marketing capacities of the craft sector

CONAMYPE has also promoted the creation of Craft Development Centers (CEDARTs), which provide technical support services and practical aid to meet the needs of the craft producers, as well as further developing the field through the technical enhancement of manufacturing and design processes. To this end, the Centers provide free courses and services to build the technical skills needed for craft production for young people who wish to start a business or find employment in the sector. Currently, there are three CEDART centers located in municipalities with significant craft industries: Nahuizalco, la Palma, and Ilobasco.
The CEDARTs also provide support for micro and small enterprises in the craft sector to be able to participate in domestic and international marketing events (craft fairs and business meetings), up to three each year. CONAMYPE covers 80% of the costs for a domestic event, or a maximum of $640 (US), and 70% for an international event, or a maximum amount of $1,400.00 (US). Requirements to access this co-financing include:

- Owning a micro or small enterprise, with at least six months of established operations
- Having a formal establishment for business activities
- Contributing 20% or 30% of the cost of the service (depending on the request type) in matching funds
- Having received financial support to participate in fewer than three such fairs in the current year; new companies will be prioritized.

In the year 2015, the Ministry of the Economy worked with CONAMYPE to hold the First National Craft Fair, which sought to provide a space for companies, workshops, and craft-producing communities to exhibit and market their wares on a national level. The fair was made up of 228 stands, with over 500 artisans from 58 municipalities across the country.

Subsequently, an additional three National Craft Fairs have been held - in 2016, 2017, and September 2018 - with over 300 stands and artisans from all 14 departments of the country.

2.2 RECOGNITION AND PROTECTION FOR THE RIGHTS OF INDIGENOUS PEOPLES

In accordance with the stated CPPDEC goal of implementing "regulatory measures aimed at protecting and promoting diversity of cultural expressions", an important step toward the full recognition of the rights of indigenous peoples was taken in the year 2014 with the reform to Article 63 of the Constitution of El Salvador, which states that "El Salvador recognizes indigenous peoples and will adopt policies to maintain and develop their ethnic and cultural identities, worldview, values, and spirituality". This is a historic action that recognizes and uplifts indigenous peoples in the country that had been rendered invisible in previous years.
The General Directorate for Indigenous Peoples under the Ministry of Culture has also promoted local recognition for indigenous peoples, including alliance-building with municipal governments to enact six municipal ordinances thus far. These efforts include specific programs for indigenous rights, as well as the promotion of consultation processes and adaptation of municipal policy to meet the needs of indigenous groups. The participating municipalities are Nahuizalco (2011), Izalco (2012), Panchimalco, Cuisnahuat (2015), Conchagua, and Santo Domingo de Guzmán (2016).

Additionally, as the CPPDEC proposes "fostering the full participation and commitment of all members of society who contribute to the diversity of cultural expressions, particularly minority groups, indigenous peoples, and women", El Salvador created the National Consultative Roundtable on Indigenous Peoples for Peaceful Coexistence, better known as the Multi-Stakeholder Roundtable on Indigenous Peoples. The objective of the roundtable is to generate immediate actions, programs, and public policies to progressively uphold and ensure indigenous rights, within a framework of dialog between government entities and indigenous organizations. The Roundtable is made up of different government institutions, non-governmental organizations, and indigenous communities in the country, bringing together the different stakeholders for the promotion and defense of indigenous rights.

These joint efforts through the Roundtable have produced two policy documents thus far: the Public Policy on Indigenous Peoples in El Salvador and the National Policy for Indigenous Peoples' Health.

Aligned with the stated CPPDEC objective of "promot[ing] respect for the diversity of cultural expressions and rais[ing] awareness of its value at the local, national, and international level", El Salvador has enacted the Public Policy on Indigenous Peoples in El Salvador as a state management measure to engage with indigenous peoples rooted in an acknowledgment of their rights and worldview, through transformative social action.

To develop this policy, a series of meetings were held with public and private institutions working for indigenous peoples' rights. Participants included 9 government institutions and 18 civil society groups and associations, most of them made up of indigenous people.
There are five core strategies within the policy: social development, economic development, cultural development, environmental sustainability, and state management. These strategies seek to improve the living conditions for the indigenous population, and to recognize and promote the national cultural heritage of these peoples. The strategies also aim to ensure the sustainability of natural resources, aligned with indigenous peoples' vision, and to promote environmental stewardship and awareness.

The Public Policy on Indigenous Peoples was presented by the President of the Republic on November 19, 2018, becoming the first public policy with the express goal of guaranteeing and promoting indigenous rights in the country.

The Ministry of Health also published the National Policy on Indigenous Peoples' Health, which seeks to guarantee indigenous peoples' right to comprehensive healthcare in El Salvador with an intercultural and gender lens. This policy is rooted in recognition and respect for indigenous knowledge, and attempts to harmonize this wisdom with the actions of the National Healthcare System.

The policy was developed by a technical team made up of representatives from the Ministry of Health, the Ministry of Culture, the National Salvadoran Indigenous Coordinating Council (CCNIS), and the National Healthcare Forum. In the policymaking process, consultations were held with 7 government institutions, 3 international bodies, 4 universities, and 8 civil society associations. These consultations helped to develop the guidelines and strategies in a framework of broad consensus.

The policy has five specific objectives:

- To promote knowledge of indigenous peoples' ancestral worldview within the National Healthcare System, incorporating their knowledge and wisdom in harmony with the national and international legal framework on indigenous peoples' rights.
- To mainstream an intercultural lens to healthcare throughout all of the strategies and programs for health promotion, prevention, and care, respecting indigenous principles, values, knowledge, and wisdom, with an emphasis on women's participation.
To promote research that can reveal the inequality and living conditions that indigenous peoples face in general - and indigenous women in particular - on a national level, in order to identify priority issues on a local, municipal, and national level to meet the healthcare needs of these groups.

To inform, educate, communicate, and empower indigenous peoples in terms of sexual and reproductive health throughout the life cycle.

To define follow-up mechanisms to monitor the implementation of and compliance with the policy, with guidance from the National Committee for Indigenous Peoples' Health, with participation from indigenous peoples and vulnerable groups.

In alignment with the CPPDEC objective of "foster[ing] interculturality in order to develop cultural interaction in the spirit of building bridges among peoples", the Ministry of Culture issued resolution MP-004/2017 in the year 2017 to establish specific protection and safeguarding measures for the conservation of the Náhuat language. This resolution was developed in a joint process with the indigenous population from Santo Domingo de Guzmán, Cuisnahuat, Nahuizalco, and Tacuba.

The main thrust of the resolution is to strengthen strategies for early childhood education in the Náhuat language, continue with Náhuat childcare centers and incorporate Náhuat-language daycare into a local school and expand this experience to other Náhuat-speaking municipalities. Rooted in this resolution, the Ministry of Culture also began an awareness-raising process on the importance of declaring Náhuat as a cultural good, and facilitating initiatives for its conservation and promotion.

Along these same lines, the Ministry of Education has implemented the "Cuna Náhuat" Early Linguistic Immersion Program, Náhuat-speaking daycare. This program works to develop linguistic skills for children in the indigenous community of the municipality of Santo Domingo de Guzmán, through a controlled early language immersion process. A total of 64 children were served by this program in 2017. These efforts have been undertaken through an agreement with the Don Bosco University and José Simeón Cañas Central American University, both of which have provided support to design and develop these courses for students and for the teachers.
In response to this resolution, the Local Committee to Safeguard the Náhuat Language was created in the municipality of Santo Domingo de Guzmán. This committee is made up of representatives of Náhuat speakers, staff from the Cultural Centers, the Directorate for Cultural and Natural Heritage, Don Bosco University, and other stakeholders. Educational talks have also been offered throughout the country to raise awareness of the importance of rescuing and protecting this language as a national cultural good. As an additional protection measure, work has been done with the Náhuat-speaking population from the municipalities of Cuisnahuat, Nahuizalco, and Tacuba to identify possible language teachers in the country. As part of an agreement with the indigenous population of Santo Domingo de Guzmán, free Náhuat classes are also offered at the National Palace.

Since 2017, as directed by Legislative Decree No. 528 in El Salvador, each February 21 is celebrated as the National Náhuat Language Day, echoing International Mother Language Day. This legislative decree sets February 21 as a day to recognize and promote the contributions of this linguistic expression for Salvadoran culture.

Lastly, the Ministry of Culture established the Heritage Chorus as an initiative to recover national musical expressions and their role in promoting traditions and fostering the preservation of national and Latin American culture. This national choir is made up of young Salvadorans who perform a historically and culturally relevant repertoire in both Spanish and Náhuat.

2.3 NATIONAL INTELLECTUAL PROPERTY POLICY

Recognizing the CPPDEC objective of "measures aimed at providing domestic independent cultural industries and activities in the informal sector effective access to the means of production, dissemination and distribution of cultural activities, goods and services", the Ministry of Economy and National Records Center collaborated to publish the National Intellectual Property Policy. This policy seeks to position intellectual property as a key element in national development that contributes to optimizing the population's capacity for knowledge creation, generating the conditions needed to improve the country's competitive position through the appropriate use of intellectual property protection measures.
The policy aims to meet this objective by establishing an inter-institutional system that links diverse policies, strategies, and programs relevant to the field. Nine strategic guidelines have been set for these goals:

- Legal and institutional frameworks
- Educational transformation to promote creative thinking, production, and intellectual property management
- Access to knowledge and technological and scientific development through the promotion of research, creativity, innovation, and technology transfer
- Promotion of cultural development and creative and artistic industries, protection of biodiversity, cultural heritage, and the knowledge and cultural expressions of indigenous peoples
- Strengthening industrial, agriculture, livestock, and aquaculture productivity, generating employment opportunities and financial leveraging
- Guarantees for fair competition in the domestic and export markets, and guarantees for consumer protection
- Access to health, enhanced agriculture, and environmental protection
- Local development
- Appropriate and timely observance

The Intellectual Property Department at the National Records Center serves as the implementing agency for this policy, and has provided over 270,000 service actions to promote and comply with the policy objectives and guidelines.

2.4 CULTURAL DIMENSIONS OF THE NATIONAL POLICY FOR INNOVATION, SCIENCE, AND TECHNOLOGY

As part of the commitments under the CPPDEC to adopt "measures aimed at encouraging non-profit organizations, as well as public and private institutions and artists and other cultural professionals, to develop and promote the free exchange and circulation of ideas, cultural expressions and cultural activities, goods and services, and to stimulate both the creative and entrepreneurial spirit in their activities", the National Policy on Innovation, Science and Technology was enacted.
The objective of this policy is to establish a general framework to promote and coordinate scientific and technological research that contributes to sustainable development and social wellbeing. This objective will be met through the generation and dissemination of knowledge and innovation to improve competitiveness, enable national productive transformation, and reach sustained levels of growth.

This policy has engendered important progress in the field, including the creation of the PIXELS Program, an annual contest to award the best Salvadoran digital animation, video games, and audiovisual productions, as a strategy to drive the development and establishment of the creative industries of the country.

PIXELS provides non-refundable co-financing support to creative industries, specifically audiovisual and video games projects, stimulating their development and participation in foreign markets, as well as job creation and support for new business initiatives around these industries.

A total of 127 project proposals were received from 2014 to 2018; 44 of these proposals ultimately received financial support. Over this same period, a total of $3,675,000 (US) was awarded to 51 companies created from the program, directly generating 1,850 jobs. In this sense, 26 animation enterprises were created, along with 15 video games and 24 audiovisual initiatives.

### 2.5 EDUCATION IN ARTS AND CULTURE FOR VIOLENCE PREVENTION

Aligned with the commitment acquired under the CPPDEC to "endeavor to integrate culture in their development policies at all levels for the creation of conditions conducive to sustainable development and, within this framework, foster aspects relating to the protection and promotion of the diversity of cultural expressions", the promotion of the arts has been enshrined as one of the core components of violence prevention for children, adolescents, and youth. Diverse programs with cultural and artistic components have been launched to contribute to a culture of peace in the country. Notable initiatives in this regard include:

- **The "Soy Música" [I Am Music] project:** This project trains teachers in community music leadership and designs methodological guidelines adapted to El Salvador to
allow music teachers to have appropriate materials to promote inclusion, peaceful coexistence, and social harmony in schools. The project is implemented under the "Open Schools for Peaceful Coexistence" Program, and is coordinated by the Ministry of Education with financial support from the United Nations Children's Fund (UNICEF) and Musicians Without Borders. As of 2017, the project had been implemented in 250 schools in the departments of Santa Ana, Ahuachapán, Chalatenango, Morazán, Cuscatlán, San Salvador, and San Miguel. The project has benefited 126,000 students and 35 teachers.

- **Youth Chorus and Orchestra System:** This program is based on collective musical practice and teaching as a tool for social cohesion. The objective of the system is to prevent violence through musical education. Currently, over 2,800 children and adolescents across the country participate in choirs, orchestras, bands, ensembles, and music workshops. Over 9,600 people have attended the performances offered by the System's diverse groups.

- **La Colmenita:** This project is designed to foster positive human values through artistic creation, especially theater. La Colmenita attempts to bring together children and adolescents through the arts, building unity among diversity and promoting personal growth. From 2015 to 2018, over 750 children and youth have benefited from the program, joining over 26 artistic troupes around the country. Over 75,000 people have attended the local theater presentations and La Colmenita performances. A Salvadoran Children's Theater Festival (FESTI) is held each year, in which all of the Colmenita groups come together to offer performances in the circuit of national theater houses.

In the year 2017, the Ministry of Education launched the Technical Vocational High School Degree in Music, which seeks to build specific musical skills and competencies for high school students, facilitating their effective incorporation into the productive world in the arts and culture sector. Ten public schools offered this technical diploma in 2018.

Additionally, as part of equipping public and private schools with cultural tools, a calculation identified 1,021 libraries (19.8%), 374 games centers (7.2%), and 84 music rooms (1.6%) established in these academic centers. By 2017, a total of 2,021 schools had appropriate infrastructure for arts and culture activities, representing 39.3% of the total.
According to data from that year, 797 schools (15.5%) had teachers specialized in arts education, offering classes in music (49.3%), plastic arts (32.7%), dance (26.1%) and drama (13.5%).

2.6 CULTURAL POLICY FOR CENTRAL AMERICAN INTEGRATION, 2012-2030

In the XXVIII Meeting of the Council of Ministers and Cultural Directors for the Educational and Cultural Coordination Body of the Central American Integration System (CECC-SICA), held in Alajuela, Costa Rica, in 2018, the council agreed to implement the Cultural Policy for Central American Integration 2012-2030 (PCIC).

This policy incorporates a series of guidelines that offer a general framework for action on culture in the CECC-SICA countries. The policy also seeks to promote identity, knowledge sharing, a sense of ownership, respect for diversity, and a culture of peace, within a shared vision for Central America.

In broad strokes, the objective of the PCIC is to contribute to the comprehensive development of Central America by carving out a space for regional cultural cooperation and integration, engaging especially with the countries, territories, groups, and local communities facing social disadvantages by building human and inter-institutional capacities in the cultural sector.

The PCIC lines of action are:

- Common cultural heritage
- Intercultural communication
- Citizenship and culture
- Institutional strengthening
- Economy, innovation, and creativity
- Culture and education

The policy is related to the CPPDEC by virtue of its shared principles of solidarity and international cooperation, equal dignity and respect for all cultures, sustainable development, and the complementarity of the economic and social aspects of development, among others.
3. INTERNATIONAL COOPERATION ACTIONS

3.1 PARTICIPATION IN IBERO-AMERICAN PROGRAMS

The cultural cooperation programs led by the Ibero-American General Secretariat carry great significance for El Salvador. These programs have provided important support for artists and cultural managers in the country. As of the year 2018, El Salvador participated in three of these programs:

- **Ibero-American Program in Support of Community-Based Culture Policy (IBERCULTURA VIVA):** This program has supported different initiatives from the Cultural Center Network throughout the country. This aid includes support for community cultural projects, and scholarships for artists and cultural managers in the Graduate Program on Cultural Policy offered by FLACSO in Argentina.

- **Support Program for Ibero-American Performing Arts (IBERESCENA):** Since joining the program in 2014, a total of 13 performing arts projects in El Salvador have received at least partial support, for a total of $95,220 in aid thus far. These initiatives must be undertaken by two or more artists from the program member countries; this requirement encourages and fosters cultural exchange and the promotion of diverse cultural expressions.

- **Support Program for the Establishment of Ibero-American Musical Spaces (IBERORQUESTAS JUVENILES):** This program supports the Youth Chorus and Orchestra System, and has successfully promoted different projects for children and youth. To date, El Salvador has received over $200,000 (US) to support arts education projects for children and adolescents at social risk.

These cooperation programs have supported artistic projects and cultural management across the country. Nonetheless, it is also important to take steps to enable the country to participate in new international cooperation programs, such as IBERMUSEOS (museums), IBERBIBLIOTECAS (libraries), or IBERARCHIVOS (archives).

3.2 CULTURAL COOPERATION EFFORTS
Cooperation efforts in the country aim to support cultural projects that contribute to national development, especially projects related to cultural diversity. To that end, various government agencies have coordinated their efforts to develop and submit proposals and initiatives to foreign and national donors for their consideration. This cooperation outreach is related to CPPDEC Article 12, which refers to states' commitments to strengthen their bilateral, regional and international cooperation for the creation of conditions conducive to the promotion of the diversity of cultural expressions.

For the term from 2014 to 2018, an estimated $4,000,000 (US) was raised from international and domestic cooperation for artistic and cultural initiatives. This amount includes financial support as well as technical assistance. This aid has been essential for the implementation of arts and culture projects, and has facilitated support for the work and sustainability of artists and cultural managers.

The main international donors who have supported the promotion and protection of the diversity of cultural expressions include the governments of Canada, Chile, the Republic of China (Taiwan), Colombia, Korea, Costa Rica, Cuba, Ecuador, Spain, United States, Mexico, and Uruguay. Additionally, El Salvador has received substantial support from international organizations such as the United Nations Educational, Scientific, and Cultural Organization (UNESCO), the Regional Center for the Promotion of Books in Latin America and the Caribbean (CERLALC), the Inter-American Development Bank (IADB), Educational and Cultural Coordination Body for Central America (CECC-SICA), the Ibero-American General Secretariat (SEGIB), and the Organization of Ibero-American States for Education, Science, and Culture (OEI).

4. PREFERENTIAL TREATMENT

El Salvador has signed different free trade agreements that entail intellectual property provisions (including the WIPO provisions) protecting copyrights and associated rights. By this token, some categories of Salvadoran cultural industries, such as authors and musicians of different genres, may request reciprocal protections for their creations in other countries.
Additionally, the tariffs and trade exchange conditions for other products from Salvadoran cultural industries are addressed on a case-by-case basis according the specific goods or services.

Lastly, the Ministry of the Economy, the National Commission for Micro and Small Enterprise (CONAMYPE), the Salvadoran Agency for Export Promotion (PROESA), and the General Directorate for Economic Relations under the Ministry of Foreign Affairs have promoted the participation of artisans and designers in important international events such as fairs and exhibits in countries such as Canada, the United States, Guatemala, and the Republic of China (Taiwan).

5. SUSTAINABLE CULTURE AND DEVELOPMENT

The promotion and protection of sustainable development in El Salvador is enshrined in general norms such as Article 117 of the constitution, which establishes the "duty of the state to protect natural resources, and environmental diversity and integrity to guarantee sustainable development. The protection, conservation, rational use, restoration, or substitution of natural resources will be of social interest under the terms established by law". Article Two of the Environment Law also outlines that "economic and social development must be compatible and in balance with the environment (...). The sustainable use, availability and quality of natural resources must be ensured as a foundation for sustainable development and the quality of life of the population".

Lastly, the Five-Year Development Plan for 2014-2019 defines one of its strategic objectives as "Moving toward an environmentally sustainable economy and society that is resilient to the effects of climate change". The lines of action under this plan include "progress toward sustainable territorial planning" and "restoration and conservation of degraded ecosystems with high environmental, social, and economic value, with active citizen participation".

Another essential aspect of sustainable development in the country is the role of indigenous peoples' rights. The Culture Law provides that "The state will promote the conditions that enable sustainable economic and social development for indigenous peoples that is compatible with their own cultural characteristics". The Public Policy on
Indigenous Peoples also outlines a main action point of "implement[ing] a program for the recovery, protection, and development of indigenous peoples' wisdom for the conservation and sustainable use of biological diversity".

It is also important to note other pertinent aspects for culture and sustainable development, such as Article 17 of the Cultural law that states that "people have the right to their creative and artistic vocation, and in consequence the state must guarantee that the population has the opportunity to develop their talents, skills, abilities, and artistic calling in a free environment with the necessary stimuli for these endeavors". Article 18 of the law also describes that "people have the right to build and maintain their cultural identity, decide over their membership in one or more cultural communities, and express these choices".

In the cultural sector, these norms bear particular significance as they demand respect for indigenous ways of life, consumption habits, access to healthcare, dress, and language in El Salvador. For example the Cultura Viva Comunitaria approach attempts to distinguish and respect different traditions and worldviews, recognizing diversity between urban and rural communities, promoting their traditions and ways of life. This approach fosters diverse cultural expressions, as proposed by the Convention in 2005.

6. CIVIL SOCIETY

Civil society participates actively in the development of the national cultural sector, engaging with diverse domestic and international groups. Initiatives such as the Culture Law and the Public Policy on Indigenous Peoples have been developed with direct and broad participation from civil society stakeholders. In fact, the Five-Year Development Plan for 2014-2019 was developed through consultations with non-governmental organizations and individuals.

A program of Grant Funding for the Arts has been proposed in the new Culture Law, and the central government hopes to be able to implement this initiative in the near future. Other grant funding such as the PIXELS award has facilitated participation and catalyzed cultural industries in the country. It should be noted that the state does not have sufficient structures to support film development activities. Civil society actors are
currently producing audiovisual and documentary materials as well as works of fiction, and organizing film festivals.

The establishment of citizen participation committees at the Cultural Centers spread across the country play a significant role in terms of civil society engagement. These committees support the maintenance and development of the local Cultural Centers. Critically, they also propose and implement the activities and action plans for these centers. In 2014, the Cultural Centers were renamed to Cultural Centers for Peaceful Interaction and Good Living, to recognize these centers as spaces for citizen participation and action.

Civil society organizations have demonstrated a clear commitment to the cultural development of their surroundings. One important project to highlight is that of "Protection and Sustainable Development of Cultural Industries with Women and Youth in Ilobasco", submitted by Asociación MOJE and financed by the International Fund for Cultural Diversity. This project, conducted in 2016, sought to promote the development of the craft sector in the municipality of Ilobasco. The project brought in broad participation from youth and women in trainings and workshops on cultural industries, especially craft production.

These efforts reflect and exemplify the commitments of many civil society organizations working in the territories and promoting the cultural development of the population and the surrounding areas. It is important to note the role that these collectives and artists play, raising their own funds and implement projects that go beyond the confines of government support.

Additionally, Salvadoran civil society has clearly shared its perception that municipal governments often fail to align their cultural plans with central government guidelines. This has produced a lack of synergy and joint efforts between local and national stakeholders. In that sense, implementing the Convention more fully will require greater linkages between public cultural policies and the specific actions undertaken by local governments in the territories.

It is also important to recognize that greater representation from cultural managers and artists is needed; there are no civil society organizations that draw together diverse artists'
guilds or cultural managers' associations. Despite efforts in this track, there is still no artists union or national artists association. These structures would be important stakeholders in the course of civil society consultations for cultural policy implementation.

This dynamic is not limited to civil society: consultations with non-governmental organizations also have concluded that the Ministry of Culture is seen as weak compared to other government ministries. Civil society stakeholders perceive that the Ministry of Culture operates with a structure that is less robust than that of other governmental initiatives that may be deemed of lesser importance.

The civil society voices contributing to this report express that culture is not seen as a human right, rather as a hidden aspect for the population. Despite the existence of new cultural norms and legal instruments, such as UNESCO international conventions, these arrangements do not appear to translate into guarantees for full enjoyment of cultural rights.

In other aspects, it is worth noting the efforts of the academic sector to promote respect for cultural expressions. One such example is that of the Technological University of El Salvador, which opened the Náhuat Indigenous Program, which seeks to contribute to indigenous communities' human rights and fundamental freedoms. This program also aims to highlight arts and cultural expressions from first peoples and their worldview. Lastly, the program is positioned as a space to continue to debate issues such as food security and the promotion of the Náhuat language in the country.

Private universities have also promoted courses of study in cultural industries. These include:

- José Matías Delgado University: Bachelor's degree in Music, Bachelor's Degree in Craft Design, and a Technical Degree in Theater.
- Francisco Gavidia University: School of Design and Arts, Bachelor's Degree in Design and Bachelor's Degree in Video Games.
- Don Bosco University: Technical Degree in audiovisuals.

It is also important to note that civil society participants consulted recognized the impact of the media on cultural affairs, raising concern regarding the concentration of Salvadoran
media outlets in few hands. For example, only two companies control approximately 50% of the radio market in the country. There was consensus in noting the lack of importance given to cultural issues in media programming and content, including national music productions.

7. Cross-cutting issues and UNESCO priorities

7.1 GENDER

The Law for Equality, Equity, and the Eradication of Discrimination against women was enacted in 2011. This law establishes equal access for men and women to the full enjoyment of their human rights. Article 19 of the law recognizes the duty of the state to "guarantee equality and non-discrimination in sports and cultural activities, to contribute to healthy physical development, enrichment, and development of artistic and intellectual talent and entertainment for women and men".

Additionally, it is important to note Article 9 of the law, which provides that all state institutions must mainstream issues of gender and respect for women throughout their work. In coherence with this directive, in 2015, the Ministry of Culture created a Gender Unit within the institution, which seeks to ensure compliance with the law and guarantee women's access to arts and culture, with discrimination of any kind. The Gender Policy within the Ministry of Culture was launched in April 2019.

As part of its efforts to promote a gender lens in cultural affairs, in 2015, the Ministry of Culture published an edition of its cultural review dedicated to women in culture and the arts. This edition contributed important academic content on women's influence and participation in cultural management and the artistic development of the country.

7.2 YOUTH

One of the objectives of the General Youth Law, enacted in 2012, is to "foster the political, social, cultural, and economic participation of the youth population under conditions of equity and solidarity". In coherence with this legislation, the National Youth Institute (INJUVE) holds an annual festival known as "Juventour", which seeks to "share
information on the public and private opportunities and services available for youth, and generate spaces for youth encounters and participation". The Ministry of Culture participates actively in the organization of this event, promoting young artists through contests, exhibits, performances, and other fora.

A Framework Agreement for Cooperation and Inter-Institutional Support was signed between the Presidential Culture Secretariat, the Presidential Secretariat for Citizen Participation, Transparency, and Anti-Corruption Efforts, the Ministry of the Interior, Ministry of Education, and National Youth Institute, with the goal of contributing to peaceful interaction through culture, education, and entrepreneurship. A second objective of the agreement is to promote local socio-economic development, transparency, and citizen participation.

This framework agreement served to develop a series of cultural activities related to youth participation in prioritized municipalities facing high levels of societal violence.

8. NEXT STEPS

8.1 Next steps for the institutional development of the Ministry of Culture

As part of the process of institutional strengthening and the promotion of cultural development, the Ministry of Culture is currently working to implement the following projects:

- **Superior Arts Institute**: This public institution will oversee professional education in different artistic fields and specialties. This project is currently in the phase of developing study plans and organizing the Institute.

- **National Cultural Grant Fund**: This autonomous public institution will administer and allocate state resources, donations, and any other revenue it obtains to foster initiatives led by individuals and legally-established companies to develop artistic, scientific, literary, and cultural programs, projects, studies, and activities. A pilot process for these grant funds was launched in 2016, in which $150,000.00 (US) was invested in civil society cultural initiatives through the Cultural Centers Network.

- **Cultural Information System**: This IT system aims to offer information on the diverse cultural expressions in the country. The system will be available on a user-
friendly and dynamic web platform, offering Salvadoran culture in different markets and serving as a tool for the development of cultural policies.

- **National Culture Observatory:** This specialized unit will be responsible for the collection, treatment, analysis, and dissemination of information, statistics, and studies from each of the departments and institutions working for the development, protection, and promotion of the human right to culture.

- **Culture Law Regulations:** These regulations will serve as the legal administrative instruments to guide the interpretation and application of the recently-passed Culture Law. Currently, the Ministry of Culture is leading an external consultancy to draft these regulations for submission to the President for approval and enactment.