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Diversity of Cultural Expressions

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INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

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INFORMATION DOCUMENT

This document summarizes specific activities undertaken by the Parties and civil society organizations during 2010-2012 in implementing the strategy to promote ratification in accordance with Decision 3.IGC 4. The information presented is an updated summary of information collected as a result of the consultations launched by the Secretariat and provides additional information to document CE/12/6.IGC/10.

I. Background

1. Pursuant to Decision 4.IGC 4 adopted by the Committee at its fourth session (December 2010), the Secretariat sent the Parties to the Convention and the NGO-UNESCO Liaison Committee a letter dated 19 July and 3 August 2012 respectively, asking for information about the activities they had undertaken to implement the strategy to promote ratification.
2. The Secretariat received responses from 8 Parties (Afghanistan, Austria, Costa Rica, Germany, Latvia, Mexico and Slovakia, the European Union) and two civil society organizations (the Arterial Network and the International Federation of Coalitions for Cultural Diversity).
3. This document presents an updated summary of contributions from 2010 to 2012 by Parties and civil society organizations on the implementation of the ratification strategy. Countries are listed below in alphabetical order.

II. Summary of information by Parties

4. **Australia** has implemented initiatives in the field of communication, through:
 - the establishment of an English-language website on the Convention (<http://www.arts.gov.au/culturaldiversity>);
 - exchanges with civil society organizations at the international level, in particular with the International Federation of Coalitions for Cultural Diversity (IFCCD) and with intergovernmental organizations, particularly the Commonwealth Foundation.
5. **Austria** promotes ratification within bilateral and regional coordination mechanisms and the multilateral networks to which it belongs.
 - At the regional level:
 - the Steering Committee for Culture, Heritage and Landscape (CDCPP);
 - the SEE Council of Ministers of Culture (South-Eastern Europe);
 - the ASEM Culture Minister Meetings (Asia-Europe Meeting)
 - the European Union, as part of the “European agenda for culture in a globalizing world”;
 - the Council of Europe, under its Steering Committee for Culture (CDCULT);
 - the Cotonou Agreement, where development cooperation, for example, includes measures on the promotion of cultural heritage, local cultural industries and access to European markets.
 - At the international level:
 - The International Network on Cultural Policy (INCP), in particular the INCP Ministerial Meetings and the INCP Working Group on Cultural Diversity and Globalization (WGCD&G);
 - The Austrian Commission for UNESCO coordinates the activities of the Austrian Working Group on Cultural Diversity (AGRE Kulturelle Vielfalt) which is a member of the networks of coalitions. Financial support enables members of the Austrian working group to contribute to meetings of the International Network on Cultural Diversity;

6. **Brazil** also promotes the ratification of the Convention through:
- bilateral and multilateral cultural cooperation agreements, including the associated work plans: all international agreements signed by the Brazilian Ministry of Culture contain clauses on respect for the principles and provisions of the Convention, including those concluded with countries which have not yet ratified it;
 - adopting the theme of cultural diversity within Mercosur Cultural (community of South American countries) and placing it on the agenda of every technical meeting of “Mercosur on Cultural Diversity” held thus far.
7. **Canada** has been active in many intervention areas designed to encourage ratification, both through communication initiatives and by including the principles and objectives of the Convention in the relevant bilateral and multilateral agreements and action plans, including:
- a website and a bimonthly newsletter in English, French and Spanish, hosted through the Secretariat for Cultural Diversity of the Ministry of Culture and Communications of the Quebec Government, which are devoted entirely to issues relating to the Convention and are consulted by visitors from more than 100 countries (www.diversite-culturelle.qc.ca);
 - advocacy events, debates and analysis conducted within the framework of bilateral meetings and in various international fora of which Canada is a member (the Commonwealth; the Organisation internationale de la Francophonie – through the Working Group on Cultural Diversity; the Organization of American States – through the Inter-American Committee on Culture, and UNESCO), for example:
 - the Inter-Parliamentary Conference on the Diversity of Cultural Expressions (CIDEDEC 2011), organized by the Parliamentary Assembly of la Francophonie in cooperation with the National Assembly of Quebec (Quebec, 2-3 February 2011), which examined inter alia the implementation process of the Convention and called Parliamentarians to initiate and support ratification of the Convention;
 - a meeting organised in Jakarta (24-25 June 2010) as a side event of a two-day workshop organized by the Hivos Institute together with representatives from the Indonesian Government and Indonesian civil society in order to promote ratification of the Convention to non-States Parties.
 - support for a number of institutions and civil society organizations that play a role in promoting ratification, such as the International Network on Cultural Policy (INCP) and the International Network of Lawyers for the Diversity of Cultural Expressions (RIJDEC).
8. **Cuba** has undertaken several activities, particularly in the field of communication, including:
- organizing some 20 international events (publishing, cinema, music, digital art, traditional art, ballet, etc.) focusing on safeguarding and promoting the diversity of cultural expressions in order to encourage countries that have not yet done so to ratify the Convention;
 - promoting an awareness of the Convention and the call for ratification amongst specialists, senior managers and officials of the Ministry of Culture and its cultural institutions in the various international meetings they have attended:
 - Meeting of the Ministers of Culture of the Bolivarian Alliance of the Peoples of Our America (ALBA) in Dominica;
 - Forum of Ministers of Culture and Officials in Charge of Cultural Policies of Latin America and the Caribbean (Ecuador);

- Second World Conference on Arts Education (South Korea);
 - Executive Committee of the Regional Centre for Book Development in Latin America and the Caribbean (Colombia);
 - Meetings of Youth for Latin American and Caribbean Integration “Participation, Culture and Development” (Ecuador);
 - Second Ibero-American Congress on Culture (Colombia);
- support for activities conducted by civil society and the international non-governmental organizations in Cuba that play a role in promoting ratification.
9. The **Czech Republic** undertook advocacy work in various meetings and negotiations in which Czech experts consulted with their partners from other countries – including those which have not yet ratified the Convention – and spoke in favour of ratification and implementation of the Convention.
10. Activities undertaken by **Germany** as part of the ratification strategy include the following:
- In the field of communication:
 - the establishment of a multilingual website (German, English, French);
 - the booklet “Culture and Creative Industries in Germany” in 2007;
 - the publication “Mapping Cultural Diversity – Good practices from around the Globe”, in Bonn in 2010;
 - Through bilateral and regional coordination mechanisms and the multilateral networks to which Germany belongs, such as:
 - The EU as part of the “European agenda for Culture in a globalizing world”;
 - The Council of Europe under its Steering Committee for Culture;
 - During the German EU Council Presidency in 2007, the German UNESCO Commission (DUK) initiated interdisciplinary capacity-building programme for young experts, “U40 – Cultural Diversity 2030”. U40 is an international network that offers young experts under the age of 40 to participate in international debates on the Convention’s implementation. In June 2009, the DUK organized the U40 Forum on the occasion of the Second Conference of Parties to the Convention in which 50 young experts from 34 countries participated.
11. With a view to encouraging ratification, **Montenegro** hosted the Fourth Ministerial Conference on Cultural Heritage in South-Eastern Europe, which focused mainly on raising awareness and promoting the objectives and principles of the Convention. A working group was set up to focus specifically on strengthening regional cooperation, including through the application of Articles 12 and 13 of the Convention.
12. **Latvia** promotes the benefits of the Convention through various working groups within the EU such as Open Method of Coordination Working Groups of the European Commission on: cultural and creative industries; cultural diversity and intercultural dialogue; cultural and creative industries’ export and internationalization support strategy; creative partnerships.
13. **Oman** has taken steps at the national and international levels to encourage countries that have not ratified the Convention to do so, particularly the Gulf and Arab States. This has been done during ministerial meetings (General Cultural Assembly of the Gulf Cooperation Council; meetings of culture ministers from the Arab States) and through the cultural committees of international organizations.

14. In addition to some specific communication activities (systematic dissemination of the “10 keys to understanding the Convention” information kit and translation, together with Brazil, of the summary of the Report on “Investing in Cultural Diversity and Intercultural Dialogue”), **Portugal**’s efforts to promote ratification focused on its consultations with international organizations: at the seventh Meeting of Culture Ministers of the Community of Portuguese-Speaking Countries (CPLP), Members adopted a paragraph in favour of ratification of the Convention in the Final Declaration.
15. **Slovakia** promotes the implementation of the 2005 Convention by Parties to the Convention as an incentive for other States to ratify it.
16. **Spain**’s commitment to the implementation of the strategy for encouraging ratifications took the form of:
- support for the development of communication tools for the promotion of the Convention (including through the development of a global campaign for the visibility of the Convention, and the translation and dissemination of information tools as well as training in cultural policy);
 - references to the principles and objectives of the Convention and the benefits of ratification during regional and international exchanges such as the Ibero-American Congress on Culture (held annually), the bicentenary commemorations of the independence of Latin American republics, and during the Spanish Presidency of the EU;
 - support for a number of projects run by the Global Alliance for Cultural Diversity and its contribution to the International Fund for Cultural Diversity (IFCD), which aims to encourage ratification, particularly by developing countries which may wish to apply for financial support from the IFCD.
17. The activities of the **European Union (EU)** concerning the strategy to promote ratification have been based on:
- Ratification as a requirement for candidates and potential candidate countries for the EU enlargement;
 - Policy dialogue and cooperation within the framework of strategic partnerships;
 - the work done by the EU within the framework of the Euromed Partnership (27 EU Member States and 12 countries bordering the Mediterranean Sea) and the Asia-Europe Dialogue (ASEM-Asia-Europe Meeting). In this context, the European Commission supports the Asia-Europe Foundation (ASEF);
 - European Neighbourhood Policy (ENP) which covers immediate neighbours by land or sea. Funding opportunities for ENP countries under the special action for third countries of the Culture Programme in 2009 and 2010 included ratification of the Convention as a condition;
 - Cooperation with Southern neighbourhood countries. The EU is evoking the Convention in bilateral contacts with countries that are undergoing so-called “Arab Spring”. A joint action with UNESCO is planned for 2013 to raise awareness about the Convention in the Arab states;
 - Eastern Partnership. Targeted efforts to promote ratification have resulted in ratification by all partner countries. A regional seminar is planned for 2013 on the implementation of the Convention;

- Support instruments for the cultural and creative sectors;
 - A special action under the Culture Programme 2007-2013 (cooperation projects with third countries) focused on ENP in 2009 and 2010 and was open to partner countries which have concluded association or cooperation agreements with the EU and ratified the Convention;
 - The MEDIA programme is open to European countries (i.e. EFTA, candidate and potential countries), Parties to the Council of Europe Convention on Trans-frontier Television, and to other third countries which have concluded Association and Cooperation Agreements with the EU incorporating clauses on the audiovisual sector and sharing a common approach on cultural diversity. Ratification is a condition for full participation of third countries in the MEDIA programme;
 - Creative Europe is the Commission proposal for an EU framework programme dedicated to the culture and creative sectors for 2014-2020. Creative Europe will build on the experience and success of the Culture and MEDIA programmes with a proposed budget of €1.8 billion;
- The “Protocol on Cultural Cooperation” was developed to promote the principles of the Convention and its implementation in the context of bilateral trade negotiations;
- Ad-hoc awareness raising activities including a celebration in Brussels on 8 December 2010 of the fifth anniversary of the adoption of the Convention, with the participation of relevant Commissioners, representatives of UNESCO, the Ministers of Culture and/or Development of the EU Member States and developing countries, and celebrities from the cultural sector who are from or have close ties with developing countries.

III. Summary of information from civil society organizations

18. **Arterial Network**, an African regional network-based NGO with national chapters in forty countries in Africa, implemented the following activities to promote ratification:
 - Organized a conference in Johannesburg to launch the U-40 Africa initiative and to discuss the role of civil society in the promotion and implementation of the 2005 Convention;
 - Used the Convention as a core document in all training for its national chapters (e.g., “Winter School” and “Cultural Leadership Training” for national chapters);
 - Promoted the Convention vis-à-vis governments that have not yet ratified the Convention.
19. The **International Federation of Coalitions for Cultural Diversity (IFCCD)** has been active in the area of communication and awareness-raising (through meetings or provision of information materials), especially in under-represented regions such as the Asia and the Pacific region:
 - event-based communication activities included the following meetings:
 - July 2012 – Participation in the Pacific Ministers of Culture meeting in Honiara, Solomon Islands;
 - May 2012 – Participation in the Ministerial Forum in Dhaka, Bangladesh;
 - November 2011 – Participation as observer in the Fifth Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities organized by the Organization of American States in Washington, USA;

- July 2010 – Participation in a meeting of representatives from organizations made up of cultural professionals from Singapore, Australia, the Solomon Islands, Tonga, Fiji, Papua New Guinea, Kiribati and the Cook Islands;
 - March 2010 – Participation in meetings with cultural organizations in Japan to identify the key cultural organizations for promoting ratification of the Convention and to launch a coalition for cultural diversity;
 - May 2010 – Participation in a “U40 Americas” meeting in Montreal, bringing together a regional network of professionals from different disciplines who are willing to promote ratification of the Convention;
 - regular events held on key dates for the Convention (17 March – the anniversary of its entry into force; 21 May – World Day for Cultural Diversity for Dialogue and Development; 20 October – anniversary of the adoption of the Convention);
- among the communication activities relating to the production and dissemination of information materials (brochures, websites, videos), the following should be highlighted:
 - the “Coalitions in Movement” newsletter, prepared by the secretariat of the Coalition for Cultural Diversity (CCD) and the International Federation of Coalitions for Cultural Diversity (IFCCD), which is distributed to over 1,500 addresses worldwide;
 - a video clip on the Convention;
 - The IFCCD sends a congratulations letter to head of states that just ratified the Convention.

20. The **International Federation of Arts Councils and Culture Agencies (IFACCA)** has been active in the area of producing and disseminating materials for communication and advocacy, including:

- a report in English, French and Spanish was published in July 2010 to help its members and other agencies gain a better understanding of the principles, objectives, benefits and terminology of the Convention;
- a website containing a number of pages relating to the promotion of the Convention.

21. The **International Music Council (IMC)** has developed advocacy initiatives which involve using its membership to relay information in all the countries where it is represented. In this context, the IMC has undertaken a number of activities to inform its members and make them better advocates (dissemination of materials prepared by the UNESCO Secretariat, preparation and dissemination of promotional materials for its members, introducing the theme of ratification in the most recent IMC World Forum, etc.). Most of its members are now able to undertake education and communication initiatives at the national level, including advocacy work with the National Commissions of countries that are likely to ratify the Convention, or by participating in the programmes of national coalitions for cultural diversity.