

**Launch of the third edition of the Global Report**  
**Re | Shaping Policies for Creativity, Addressing culture as a global public good**  
**Provisional programme**

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Format: Online

Date: Tuesday 8<sup>th</sup> February 2022

Time: 2.00 pm – 4.00 pm

Schedule

<b>2.00 to 2.10</b>	Opening speech by Ernesto R. Ottone, Assistant-Director General for Culture of UNESCO
<b>2.10 to 2.20</b>	Introductory words by Jeanette Gustafsdotter, Minister of Culture of Sweden
<b>2.20 to 2.25</b>	<i>Video presentation of the main findings of the Report (5 min)</i>
<b>2.25 to 2.50</b>	<p>First panel discussion: <i>Monitoring policies for creativity: from national processes to global analysis (provisional title)</i>  (25 min)</p> <p style="text-align: center;"><i>Panellists</i></p> <ul style="list-style-type: none"> <li>• <b>Jordi Baltà</b> (Spain), Principal Editor of the 2022 Global Report and member of the 2005 Convention Expert Facility</li> <li>• <b>Yarri Kamara</b> (Sierra Leone), Policy Researcher, author of the Global Report's chapter "Culture and sustainable development: a still untapped potential" of the 2022 Global Report and member of the 2005 Convention Expert Facility</li> <li>• <b>Juliana Akoryo</b> (Uganda), Uganda's point of contact for the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions and Commissioner at Ministry of Gender, Labour and Social Development</li> <li>• <b>Biggie Samwanda</b> (Zimbabwe), Zimbabwe's point of contact for the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions and Director for Arts, Cultural Promotion and Development and Ministry of Youth, Sport, Arts and Recreation</li> <li>• <b>Salwa Abdelkhalek</b> (Tunisia), Founder and Managing Director of the Tunis International Centre for the Digital Cultural Economy (TICDCE)</li> </ul>
<b>2.50 to 3.05</b>	Question and answer session (15 min)

<p><b>3.05 to 3.40</b></p>	<p>Second panel discussion: <i>Addressing culture as a global public good through a new generation of policies for creativity</i> (provisional title) (35 min)</p> <p><i>Panellists</i></p> <ul style="list-style-type: none"> <li>• Alette van Leur, Director of the <b>International Labour Organization</b> Sectoral Policies Department</li> <li>• Peggy Hicks, Director of the Thematic Engagement, Special Procedures and Right to Development Division, <b>Office of the United Nations High Commissioner for Human Rights</b></li> <li>• Martin Seychell, Deputy Director General for International Partnerships, <b>European Commission</b></li> <li>• Laura Martinez Silva, Director General, Directorate General of Cultural Industries and Arts, Ministry of Culture of <b>Peru</b></li> <li>• Dr Hilmar Farid, Director-General for Culture, Ministry of Education, Culture, Research and Technology of <b>Indonesia</b></li> <li>• Maah Koudia, Bass player and model and Key player in the UNESCO-led initiative 'Voice of the Resilient – Women Creators of West Africa', <b>Senegal</b></li> </ul>
<p><b>3.40 to 3.55</b></p>	<p>Question and answer session (15 min)</p>
<p><b>3.55 to 4.00</b></p>	<p>Teaser video for UNESCO World Conference on Cultural Policies and Sustainable Development – MONDIACULT 2022</p>