



Diversity of cultural expressions

2.EXT.IGC

United Nations
Educational, Scientific and
Cultural Organization

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pour l'éducation,
la science et la culture

Organización
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para la Educación,
la Ciencia y la Cultura

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

Second Extraordinary Session
Paris, UNESCO Headquarters
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Item 7 of the provisional agenda: Measures to increase the visibility and promotion of the Convention

At its second ordinary session, the Committee placed on the agenda of its second extraordinary session, by Decision 2.IGC 9, the examination of measures to increase the visibility and promotion of the Convention.

Decision required: paragraph 7.

1. By virtue of Article 23 of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions [hereinafter referred to as “the Convention”], the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions [hereinafter referred to as “the Committee”] is required to promote the objectives of [this] Convention and monitor the implementation thereof (Article 23.6(a)). At its second ordinary session, held from 8 to 12 December 2008, the Committee decided to place an item on the agenda of its second extraordinary session concerning the examination of measures to increase the visibility and promotion of the Convention (Decision 2.IGC 9).

2. Although many articles of the Convention stress the need to promote respect for the diversity of cultural expressions and raise awareness of its value at the local, national and international levels, there is no explicit reference underscoring the need to engage in strategic thinking and to formulate a promotion policy with emphasis on visibility.

3. Nevertheless, the Convention, as all international instruments, must acquire such a policy, based on values and concepts intrinsic to the text, such as the dual value of cultural goods and services, the equal dignity of all cultures and the contribution to intercultural dialogue and sustainable development, and involving all stakeholders.

4. The strategic framework for promoting and increasing the visibility of the Convention therefore presupposes the mobilization of all stakeholders, namely the Parties, civil society and the Secretariat, which could carry out activities directly or in cooperation under innovative public, private and civil society partnerships. It should be borne in mind that the definition of civil society adopted by the Committee in Decision 1.EXT.IGC 5 covers non-governmental organizations, non-profit organizations, professionals in the culture sector and associated sectors, and groups that support the work of artists and cultural communities: this also means that the participation of artists and culture professionals in the formulation and implementation of the strategic framework is essential.

5. Pursuant to Decision 2.IGC 9, the Committee may wish to initiate a general preliminary discussion on the subject before requesting the Secretariat to draft guidelines which could be included in a preliminary draft of operational guidelines.

6. At this session, a discussion, illustrated by examples, could focus on the following topics:

Visibility of the Convention:

- Crucial and specific inputs of all of the stakeholders mentioned in paragraph 4 and the awareness-raising measures necessary to ensure that they are able to play an active and constructive role;
- Methods and means to be used in order to organize participatory processes between the stakeholders, and the financial resources to be identified in order to develop the tools required for the definition of national strategies.

Promotion of the Convention through:

Education and the role that formal and non-formal education can play in raising public awareness of the Convention, with particular reference to Article 10 of the Convention;

Information through:

- the translation of the Convention into national languages;
- the preparation of information kits in clear and entertaining language as well as teaching aids for schools, in particular for the 10-16 age-group;

- the preparation of tools for use in national awareness-raising programmes for the different sections of the public targeted;
- reflection on the role of UNESCO as a platform for the production and distribution of information material, the development and updating of a website, the development of partnerships, and the organization of and participation in international seminars;

Communication through the preparation of tools for the purpose of:

- making better use of the media at national and international levels;
- identifying and disseminating good practices internationally;
- developing international awareness-raising campaigns;
- organizing festivals (for example: Celebration of the World Day for Cultural Diversity for Dialogue and Development) and exhibitions;
- establishing (national, regional and international) networks of artists and working on the definition of the roles of actors in the culture sector (as spokespersons for the Convention and in other capacities) in order to increase awareness of the Convention;

International cooperation through the selection of:

- flagship projects and programmes within the framework of the International Fund for Cultural Diversity, reflecting good practices and giving the Convention a high profile. This type of pilot projects could thus increase the visibility of the Convention, by involving stakeholders of large organizations or cultural industries.

7. The Committee may wish to adopt the following decision:

Draft Decision 2.EXT.IGC.7

The Committee,

1. Having examined document CE/09/2.EXT.IGC/208/7,
2. Recalling Decision 2.IGC.9,
3. Taking account of the Committee's discussion,
4. Invites the Secretariat to consult the Parties to the Convention on the strategic reference framework to be used for drawing up operational guidelines with a view to increasing the visibility and promotion of the Convention, making particular reference to good practices;
5. Requests the Secretariat also to consult civil society on this matter through the NGO-UNESCO Liaison Committee, requesting that it place the theme on the agenda of the meetings that it may hold;
6. Also requests the Secretariat to submit at its next session draft operational guidelines on measures to increase the visibility and promotion of the Convention, indicating the financial implications, if possible.