



United Nations
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Organización
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para la Educación,
la Ciencia y la Cultura

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منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Address by Mr Getachew Engida,

Deputy Director-General of UNESCO

**on the occasion of the opening of the Fourth Ordinary
Session of the Conference of State Parties to the 2005
Convention**

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“Let’s put culture on the agenda now!”

This is the strong message of the Hangzhou Declaration, adopted a few weeks ago at the International Congress on Culture: a Key to Sustainable Development.

A number of you, Excellencies, Ladies and Gentlemen, contributed to this significant step in UNESCO’s advocacy to place culture at the heart of Sustainable Development Policies.

Culture is now widely recognized as an enabler of sustainability, especially in the context of a people-centered, place-based and rights-based approach of development.

The time has come to fully integrate culture into the global development agenda, through clear goals, targets and indicators, programmes and practices at all levels.

The time has come to fully include culture as a driver, as an enabler, as a basic principle in all development policies.

This is the challenge ahead of us, and this is UNESCO's top priority, as the United Nations join forces to craft the next global Development agenda after 2015.

This challenge is nothing new for the Parties of the 2005 Convention.

We hammer this message from the beginning: to put people first, we need to place culture at the front.

Through their international cooperation for development frameworks, Parties are called upon to enable the mobility of artists, to support cultural professionals, to provide market access for cultural goods and services from developing countries.

Through their national sustainable development policies and programmes, Parties are called upon to support the emergence of dynamic creative industries.

Today, I would like to share with you some of the results that have been achieved since our last Conference, two years ago.

The initial results of the quadriennial periodic reports tells us that Parties are **changing the way** they deliver international development assistance.

We are seeing different means of support for business and entrepreneurial skills development, financing cultural industry incubators, improving local management of cultural resources.

New partnership-driven approaches emerge and they give recipients greater autonomy in the design and implementation of cultural cooperation programmes – this is an alternative to the donor-driven model that has dominated the field until now.

There is also growing awareness of the potential of culture for economic and social development that is backed with resources allocated within Official Development Assistance budgets.

The periodic reports have also provided a wealth of new information on **national development strategies** in developing countries that put culture and the creative industries for the first time on their agendas.

For example in Namibia, the recent Medium Term National Development Plan seeks to optimize the economic contribution of the arts and culture, and to support artists, cultural organizations.

Burkina Faso's 2015 *Stratégie de croissance accélérée et de développement durable* identifies the cultural industries as a key priority area for sustainable development and growth.

Brazil has just launched the creation of more than 300 centers for the arts across the country, as a driver for social inclusion, urban revitalization and job creation.

China is also putting a strong emphasis on culture as a pillar of its development strategy for the next years and it is clear that creative industries are considered at the highest political level as a major component of the next chapter of China's rise.

These measures – as we see also in Argentina, Jordan, Oman or Peru – show a rising confidence in the economic and social potential of the creative sector.

However, despite these concrete results, much work remains to be done.

Overall, the share of Official Development Assistance (ODA) allocated to culture today is less than 1%.

A number of policy-makers are yet to be convinced of the development potential offered by the cultural sector.

While in some countries civil society is actively engaged in designing and implementing the Convention, this is not the case everywhere.

Therefore, we need a **stronger communication campaign coupled with a robust evidence base** to demonstrate how investing in creativity can transform societies.

The UNESCO Culture for Development Indicator Suite is a first step. It represents the first ever technical initiative at the international level aimed at providing statistics and data on the role of culture in development processes – and it is currently being implemented in 13 countries.

In many of these, this innovative instrument has demonstrated its capacity to promote and to inform concrete policy developments – and I am confident it will add to the critical mass of expertise and practices on the role of culture in sustainable development.

Excellences, Mesdames et Messieurs,

La mise en œuvre de la Convention de 2005 donne des résultats et ils sont encourageants.

Pourtant, la situation est loin d'être satisfaisante.

Les difficultés financières nous ont freinés dans la mise en œuvre des décisions dans le biennium en cours, et l'avenir reste incertain.

Aussi j'en appelle à l'esprit de responsabilité de chacun, à la pleine conscience des limites de nos ressources, et au besoin de renforcer la Convention sur ses activités prioritaires.

Comme la Directrice générale l'a fait lors du dernier Conseil exécutif, je lance également un appel à trouver d'autres moyens de financer ces activités normatives. La Directrice générale a dû puiser dans le Fonds d'Urgence pour assurer l'organisation de cette session, et nous n'avons à ce jour pas trouvé de solution pour l'organisation de la septième session ordinaire du Comité intergouvernemental au mois de Décembre.

Votre soutien est donc absolument capital, pour l'avenir de la Convention et dans le cadre de la réflexion actuelle sur les priorités de l'UNESCO dans le futur.

Cette Convention est un trésor, nous en sommes convaincus, et pour le démontrer encore une fois, je vous propose de regarder un petit film en avant première mondiale, réalisé par le Bureau de l'UNESCO à La Havane avec l'école internationale du film et de

la télévision de San Antonio de los Baños, avec le soutien du gouvernement de l'Espagne.

J'y vois le symbole de l'immense énergie positive de la culture, de la créativité, de l'innovation, pour le développement et pour la paix.

Je vous remercie.