



United Nations
Educational, Scientific and
Cultural Organization



« The China Culture and
Development Partnership
Framework (CDPF) »

MDG-F Culture and Development
Joint Programme implemented in

CHINA

DURATION :

November 2008 – March 2012

UN PARTNERS :

UNESCO, UNDP, WHO, UNIDO,
ILO, FAO, UNFPA, UNICEF

BUDGET :

6 million USD

CONTRIBUTION TO MDGS :



OVERVIEW :

The Joint Programme seeks to lift China's ethnic minorities out of poverty through culturally-sensitive actions aimed at supporting the design and implementation of policies promoting their rights, namely in the fields of education, employment and health, and at creating culture-based economic activities.

Specific objectives :

- Strengthen the inclusion of ethnic minorities in cultural, socio-economic and political life through improved public policies and services
- Empower ethnic minorities to manage cultural resources and benefit from culture-based economic development

DIMENSIONS ADDRESSED BY THE JOINT PROGRAMME:

- Economics
- Education
- Heritage
- Governance
- Communication
- Social
- Environment
- Gender equality

CULTURAL DOMAINS COVERED :

- Cultural and natural heritage
- Intangible cultural heritage
- Performance and celebration
- Visual arts and crafts
- Tourism

INTERNATIONAL CULTURE CONVENTIONS COVERED :

- 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2003 Convention for the Safeguarding of the Intangible Cultural Heritage

GEOGRAPHICAL SCOPE :

Guizhou Province (Leishan and Congjiang Counties), Yunnan Province (Longchuan County and Luxi Municipality), Qinghai Province (Hualong County), Tibet Autonomous Region (Linzhi County)

SNAPSHOT OF MAIN ACTIONS :

- **Favourable environment created for the inclusion of ethnic minorities in local government processes and development policies:** 865 local community leaders, civil society actors and government representatives trained in cultural policies development and implementation; increased awareness at the national government level regarding the impact of culture for the development of ethnic minorities; Cultural Impact Assessment Framework drafted in English and Chinese to assess the impact of local development projects on local cultural values, cultural heritage, cultural resources and cultural diversity
- **Culture-based economic opportunities created for ethnic minorities, especially women:** 3 county-level crafts associations established and financially supported; 7 village tourist associations established; over 60 local artisans and small business owners trained in starting/improving their own business; market exposure gained by artisans through their participation in fairs, the 2010 Shanghai Expo and UNESCO's Award for Excellence; community leaders trained in culturally appropriate gender empowerment; 65 new craft designs produced following training courses on craft design, production and marketing; 168 local stakeholders trained in community-based cultural tourism
- **Enhanced capacity of ethnic minorities to manage their cultural resources:** 80 local stakeholders trained in cultural heritage protection; community-based cultural mapping undertaken in 11 villages; opening of a community museum which owns an intangible cultural heritage masterpiece; support provided to revive cultural traditions of ethnic minorities
- **Culturally sensitive health care and education developed:** study conducted on traditional beliefs and practices on maternal and child health (MCH) in the 4 targeted provinces; health practitioners and family planning workers trained in providing culturally sensitive MCH services; 12 maternity rooms established in remote hospitals; essential medical equipment supplied to local hospitals; policy reviews, policy recommendations, case studies and training of 90 local education officials and administrators carried out to support the development of culturally sensitive education policies for ethnic minority children; culturally-sensitive local curricula developed; 450 ethnic minority teachers and principals trained in culturally-sensitive approaches to education

BENEFICIARIES :

Direct: 65 000 – 53% women

Indirect: 2 million – 43% women

- Inhabitants of the targeted regions – including children and ethnic minorities
- Cultural entrepreneurs, small businesses, artists and artisans
- Researchers, teachers and students
- NGOs
- Central and local government

LOCAL IMPLEMENTATION PARTNERS :

- **National government:** Ministries (Commerce, Education, Culture, Health, Agriculture, Human Resources and Social Security), State Ethnic Affairs Commission, National Population and Family Planning Commission
- **Provincial authorities (in Guizhou, Yunnan, Qinghai, Tibet):** namely the Ethnic Affairs Commission, Education and Health Bureaus, Family Planning Committee, Culture Bureau/Cultural Industry Office
- **Universities/Research institutes at national and provincial level:** including the Chinese Academy of Social Sciences, the National Center of Women's and Children's Health, numerous universities (e.g. Minzu, Tsinghua, Guizhou, Yunnan, Jinan, Huazhong)
- **Private sector:** namely local cultural industries and Anong Miao Family Hotel
- **Civil society:** Beijing Cultural Heritage Protection Center, Handicap International, Winrock International
- **Other institutions at national and provincial level:** including the Chinese National Commission for UNESCO, Chinese Arts and Crafts Association, Provincial Arts and Crafts Associations, Maternity and Child Health/Family Planning institutions, schools

ALIGNMENT TO NATIONAL PRIORITIES :

The Joint Programme is aligned to Outcome 2 of the United Nations Development Assistance Framework (UNDAF) for 2006-2010: "Social and economic policies are developed and improved to be more scientifically-based and human-centred for sustainable and equitable growth"

SUCCESS STORIES :

❖ Culture based economic development: joint UN support for entrepreneurship and business development

Local socio-economic development has been fostered through joint UN support for entrepreneurship and business development in the crafts sector. Capacity-building activities have enabled local entrepreneurs to improve their businesses and earn greater incomes, in particular women entrepreneurs from ethnic minorities working in the textiles/embroidery sector.

❖ A systematic communication approach to strengthen results

Communication and advocacy activities involving the community have raised the programme's visibility and improved its implementation, thereby contributing towards sustainable local development and the achievement of MDGs 1 (poverty reduction) and 3 (gender equality). For example, volunteer groups have been established and trained to support cultural heritage protection after the JP's completion, and community leaders have been trained in gender empowerment.

FOR FURTHER INFORMATION :

- <http://www.un.org.cn/cms/p/jointprogrammes/84/1047/content.html>
- MDG-F website :
<http://www.mdgfund.org/content/chinacultureanddevelopmentpartnershipframework>