

Diversity Kit for Youth

The Creativity Game

About the Kit

In order to encourage creativity and the inclusion of cultural content in educational programmes, UNESCO created the *Diversity Kit for Youth*, a practical tool for educators to raise awareness among young people between the ages of 12 and 16 about the values and principles of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

Raising public awareness, and in particular among the youth, is a priority point of action in protecting and promoting the diversity of cultural expressions and strengthening the link between culture and development in the long-term.

In fact, access to cultural expressions plays a central role in the construction of individual and collective identity of youth, who are the key to the future and the main vehicles for the development of sustainable cultural ecosystems based on diversity.

Partners

- ✿ UNESCO Chair in Cultural Policies and Cooperation
- ✿ Interarts Foundation
- ✿ Spanish Agency for International Development Cooperation (AECID)

Regions concerned

- ✿ South America
- ✿ Central America
- ✿ Spain



Diversidades
El juego de la creatividad

**“The Youth Kit methodology promotes critical thinking and creativity among young people, helping them to better develop in their communities”,
Irma Margarita Godoy, Ministry of Education of Guatemala.**



Objectives

- ✿ Encourage the implementation of sustainable partnerships between the cultural and education sectors.
- ✿ Make available to stakeholders of the 2005 Convention a “ready to use” pedagogical tool in order to contribute to the implementation of Article 10 of the Convention (education and public awareness) and better disseminate key messages of the Convention among the youth.
- ✿ Promote creativity and cultural expression and strengthen originality, the penchant for exploration and critical thinking among young people, who will as a result be better equipped to deal with new economic and social challenges that will confront them in a complex world.

Expected results

- ✿ Adoption of the Diversity Kit for Youth by decision-makers in charge of culture and education, school networks, professors, cultural mediators, etc. to promote broad distribution and use of this pedagogic tool that innovatively integrates ICT;
- ✿ Support societal changes: the youth, aware of the importance of the diversity of cultural expressions, consider its protection and promotion as a cause that merits being defended and one that concerns them directly;
- ✿ Promotion of cohesion and social inclusion among communities through the development of cross-cutting civic education and values training work such as interculturality, tolerance, dialogue and solidarity;
- ✿ Advance solidarity and international cooperation in culture as practices that contribute to sustainable development;
- ✿ Promotion of innovation and creativity among the youth so that they can fully exploit their creative potential.

Description

- ✿ a specific content articulated around four central themes of the 2005 Convention: the diversity of cultural expressions; creativity; cultural policies and measures; international cooperation and solidarity;
- ✿ an innovative pedagogical approach (I-we-others-all) that questions the youth in the first person while promoting a collective construction of the concept of “diversity” through a creativity competition game;
- ✿ a playful and interactive format available on CD-ROM and on paper, especially designed to draw the attention of the target audience.

“I understood that being creative, original and diverse is the best way toward equality,”
student at the ERGOS school, 15 years old,
Dominican Republic.