



United Nations  
Educational, Scientific and  
Cultural Organization



FOCUS

UNESCO World Forum  
on Culture &  
Cultural Industries

## THIRD UNESCO WORLD FORUM ON CULTURE AND CULTURAL INDUSTRIES

***CULTURE, CREATIVITY AND SUSTAINABLE DEVELOPMENT.  
INNOVATION, RESEARCH, OPPORTUNITIES.***

**Florence, 2-4 October 2014**

### PRESENTATIONS of the THEMATIC PANEL INVESTING IN CULTURE

#### **Friday 3 October 2014**

*Moderator:* **Keith Nurse** (Barbados), Executive Director, UWI Consulting inc.

*Rapporteur:* **Naima Lahbil** (Morocco), Expert in Economy of Heritage

*Panelists:* **Andy Pratt** (United Kingdom), Professor of Cultural Economy, University of London  
**John Delaney** (United States of America), Senior Vice President, Sales & Marketing, Seabourn Cruise Line Limited  
**Stefano Baia Curioni** (Italy), Professor of Economy of Art and Culture, Bocconi University  
**Lê Quốc Vinh** (Vietnam), Chairman and Chief Executive Officer, Le Group of Companies  
**Rodolfo Hamawi** (Argentina), Director, National Directorate for Cultural Industries  
**Julie Chaizemartin** (France), President, Fonds Culturel Arts & Ouvrages

*seabourn*

How the Private Sector  
can Support UNESCO  
and Sustainable Tourism



SEABOURN®

# Introduction to Seabourn

- Luxury cruise line with five intimate, award-winning ships sailing all over the globe
- Consistently ranked among the world's top travel choices by travel professionals and prestigious travel publications
- Ships visit all seven continents, 300+ ports
- More than 150 ports include UNESCO World Heritage Sites



# The Seabourn Guest

Seabourn guests are the perfect demographic for UNESCO:



- Affluent and well-traveled
- Highly-educated
- Seeking richer, deeper travel experiences
- ***Philanthropic and active supporters of charitable causes***



# Our Commitment to Sustainability

- A Seabourn core value: “Uncompromising Commitment to Safety and Sustainability”
- In partnership with the Marine Conservation Institute, the line has implemented a sustainable seafood program across the fleet
- Responsible energy management:
  - Ships propelled by energy efficient diesel electric plants (not unlike Hybrid car)
  - Itineraries that optimize ship speed for fuel efficiency
  - Daily focus on energy and resource conservation
- Water conservation strategies
  - Low flow shower heads and faucets and on-board water-saving procedures
  - Encouraging guest participation in water conservation
- Reduce, Reuse and Recycle: Minimize waste generation and increase recycling



# Growing Interest in Sustainable Tourism

- Sustainable tourism in the luxury travel industry is on the rise
- Travelers are seeking sustainable travel experiences
- Numerous studies demonstrate growing interest in sustainable travel:
  - Tourist choices are increasingly influenced by sustainability considerations - World Tourism Organization's (UNWTO) 2012 Tourism in the Green Economy Report
  - Global spending on ecotourism is expected to increase at a higher rate than the tourism industry as a whole
  - A significant number of international travelers seek out nature- and culture-based experiences - U.S. government's 2012 National Travel & Tourism Strategy:
    - Visiting historic sites (40% of overseas travelers)
    - Cultural sites (23%)
    - National parks (20%)
    - Similar trends found among Americans traveling abroad



# Sustainable Tourism Objectives

- To appreciate the benefits and problems arising from various forms of tourism, especially in terms of social equity and the environment
- To develop a critical awareness of the ways in which tourism can enhance the welfare of people and protect our natural and cultural heritage
- To promote a personal commitment to forms of tourism that maximize rather than detract from sustainable human development and environmental quality
- To plan ways of teaching about sustainable tourism

Source: UNESCO: Teaching and Learning for a Sustainable Future



*seabourn &*  
*UNESCO*

Working Together







United Nations  
Educational, Scientific and  
Cultural Organization



World  
Heritage  
Centre



Seabourn supports  
World Heritage conservation  
through sustainable tourism

- UNESCO partnership aligns with our core value of an uncompromising commitment to safety and sustainability
- Seabourn has committed to providing a minimum of \$1 million over the next six years for the World Heritage Centre
- Our goal is to foster wider support and understanding of UNESCO's World Heritage mission and support UNESCO's efforts to promote sustainable tourism



# Seabourn Supports our Shared Objectives By:

- Anticipating and respecting local cultures, expectations and assumptions
- Favoring businesses which conserve cultural heritage and traditional values
- Supporting local economies by purchasing local goods and participating with small, local businesses
- Conserving resources by seeking out businesses that are environmentally conscious, and by using the least possible amount of non-renewable resources
- ***Educating our guests on UNESCO's mission, the World Heritage Sites we visit, and the importance of sustainable tourism***



# Educating our Guests Through Onboard Enrichment

- Speakers with special knowledge about World Heritage and sustainable tourism as a part of our Seabourn conversations enrichment program:
  - Jonathan Karkut: Geologist, lecturer and project consultant
  - Jacinta Nzioka: Director of Marketing at the Kenya Tourist Board
  - Dr. Clive Finlayson: Incumbent Director of the Gibraltar Museum.
  - Simon Woodward: Senior Research Fellow (Tourism & Heritage Industry) at Leeds Metropolitan University.
  - John Bell: UNWTO consultant on helping those wishing to bring heritage sites to market.
- New on-board UNESCO reference library
- World Heritage Magazine in every suite



# Educating our Guests Through World Heritage Site Tours

- Increased focus on ports and tours visiting UNESCO World Heritage sites
- Creation of special World Heritage Tours and Discover Tours with enhanced content developed in cooperation with World Heritage site managers and tour experts
- Enhanced features may include:
  - Addition of traditional local meals, music, and costumes
  - Visits by site officials and expert lecturers adding insight to preservation efforts history and culture
  - Behind the scenes access

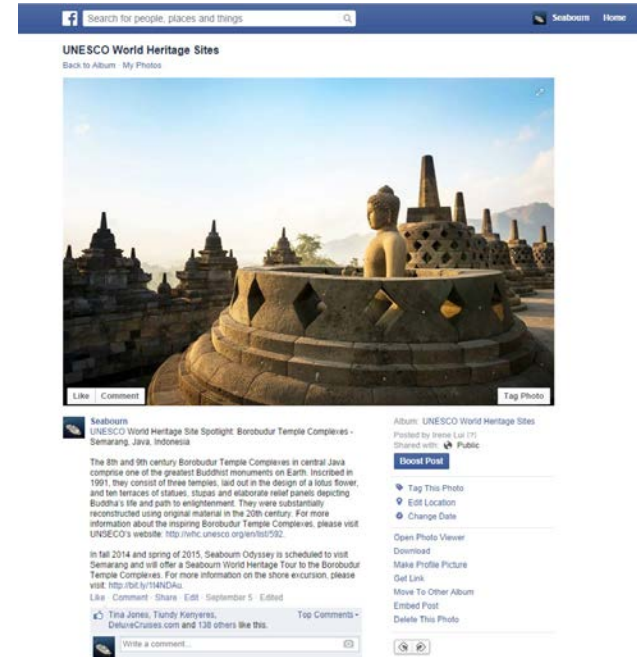
 **Seabourn World Heritage Tours**  
*This symbol indicates shore excursions visiting UNESCO World Heritage sites. A small donation to UNESCO's World Heritage Fund will be added to the prices of these optional tours.*

 **Seabourn Discovery Tours**  
*This symbol signifies exclusive, enhanced World Heritage shore excursions through the Seabourn UNESCO alliance. A small donation to UNESCO's World Heritage Fund will be added to the prices of these optional tours.*



# Educating our Guests and Consumers Through Social Media

- Generate awareness via Seabourn's social media platforms
  - Facebook – 231,000 fans
  - Twitter – 25,300 followers
- Regular series of posts highlighting UNESCO World Heritage Sites, news and updates



# Creating Greater Awareness Through Media

- Partnership announcement has received more than **79 million media impressions** in top consumer and trade magazines, newspapers and websites
  - New York Times
  - USA Today
  - Travel + Leisure
  - Conde Nast Traveler
  - TravelPulse
- Ongoing media outreach and interviews



# What the partnership means for UNESCO

For UNESCO, this new alliance means:

- Increased awareness by a highly affluent demographic
- Increased online donations via Seabourn's website:
  - Seabourn's website features a "Donate Now" portal whereby visitors can donate any amount to UNESCO's World Heritage Fund
- A relationship with a Carnival Corporation brand that advocates on behalf of UNESCO
- Creating greater public awareness of sustainable tourism's role in preserving our natural and cultural heritage





*seabourn*

thank you



# TOGETHERNESS AND ENTREPRENEURSHIP

GOVERNANCE CONDITIONS  
FOR HEALTHY CULTURAL POLICIES  
AND VENTURES

**Stefano Baia Curioni**

ASK Research Centre

Università Commerciale Luigi Bocconi, Milan

UNESCO Forum - Florence, 2 October 2014

**POLICIES**



**Sustainability?  
Quality?**

## Demand

- Tourists attraction (city branding, cultural tourism)
- Investment attraction
- Landmarks and city centers
- Gentrification

## Supply

- District enhancement
- Incubators and co-working spaces
- Services and training
- Human resources attraction

## Society

- Agencies access
- Social inclusion
- Diversity / identities
- Conflicts mediation
- Peripheries
- Infrastructures
- New enterprises
- Openness



**Role of private  
finance?**

# **COMPETITIVE EVIDENCIAS**



**Local  
conditions**

**From industries to  
systems: stakeholders  
multiplicity**



**Global  
conditions**

**Networks hierarchies:  
negotiation on  
legitimacy and quality**



**Core creative arts**

Literature | Music | Performing arts | Visual arts

**Other core cultural industries**

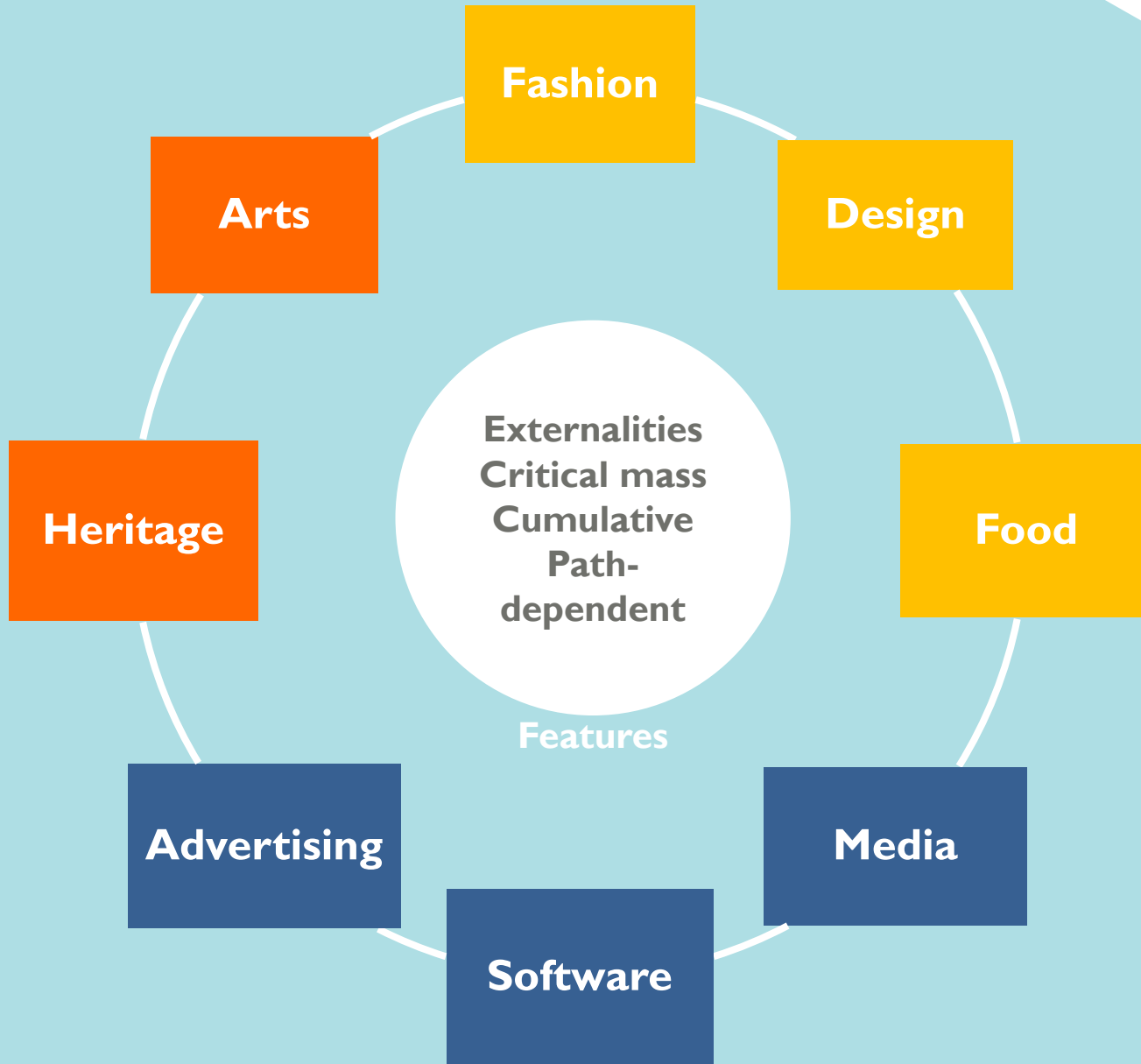
Museums | Galleries | Libraries | Cinema | Photography

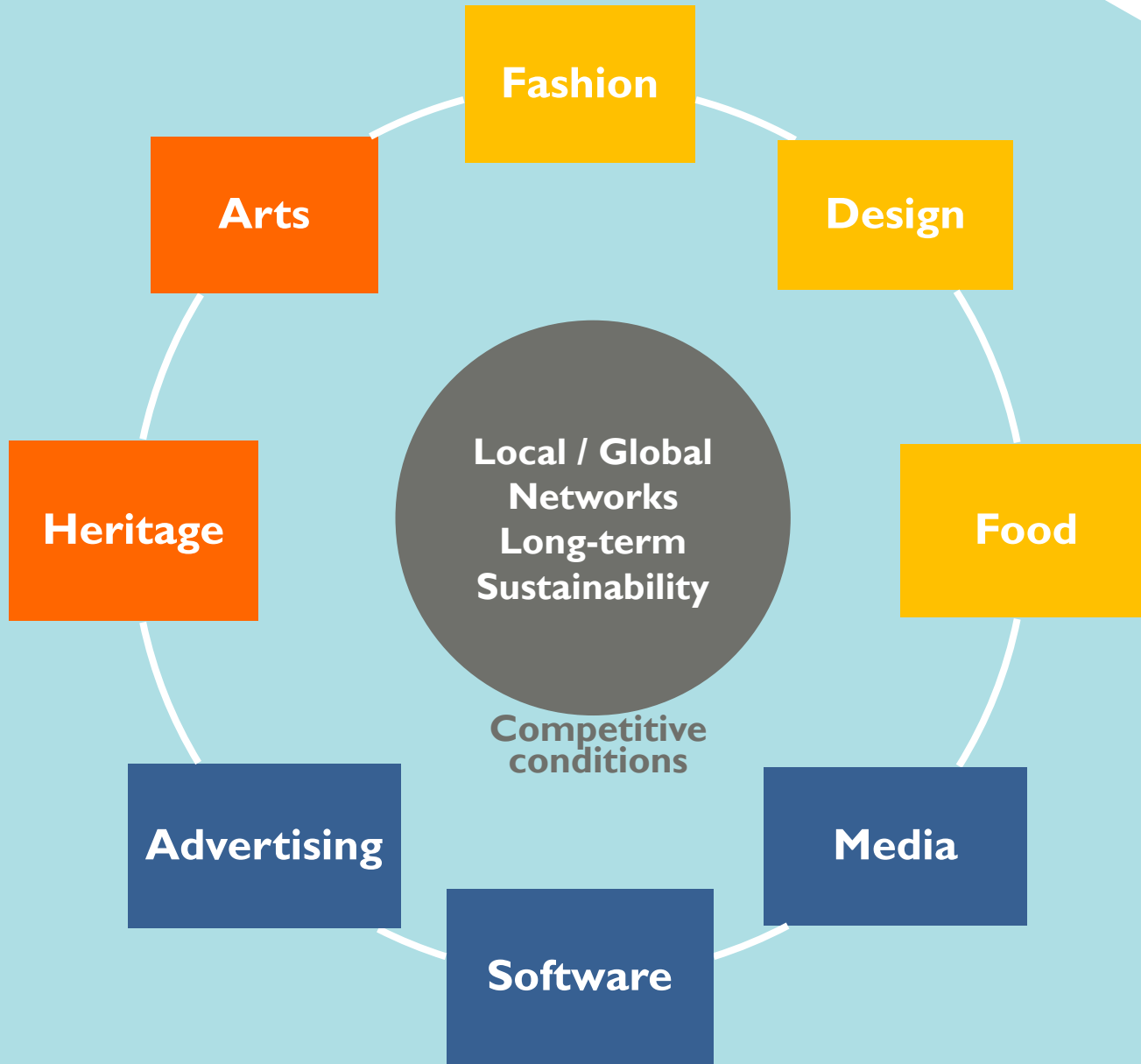
**Wider cultural industries**

Heritage services | Publishing and print media |  
Sound recording | Television and radio | Videogames

**Related industries**

Advertising | Architecture | Design | Fashion







# **RULES OF THE GAME**

**Star system and preference skeweness**

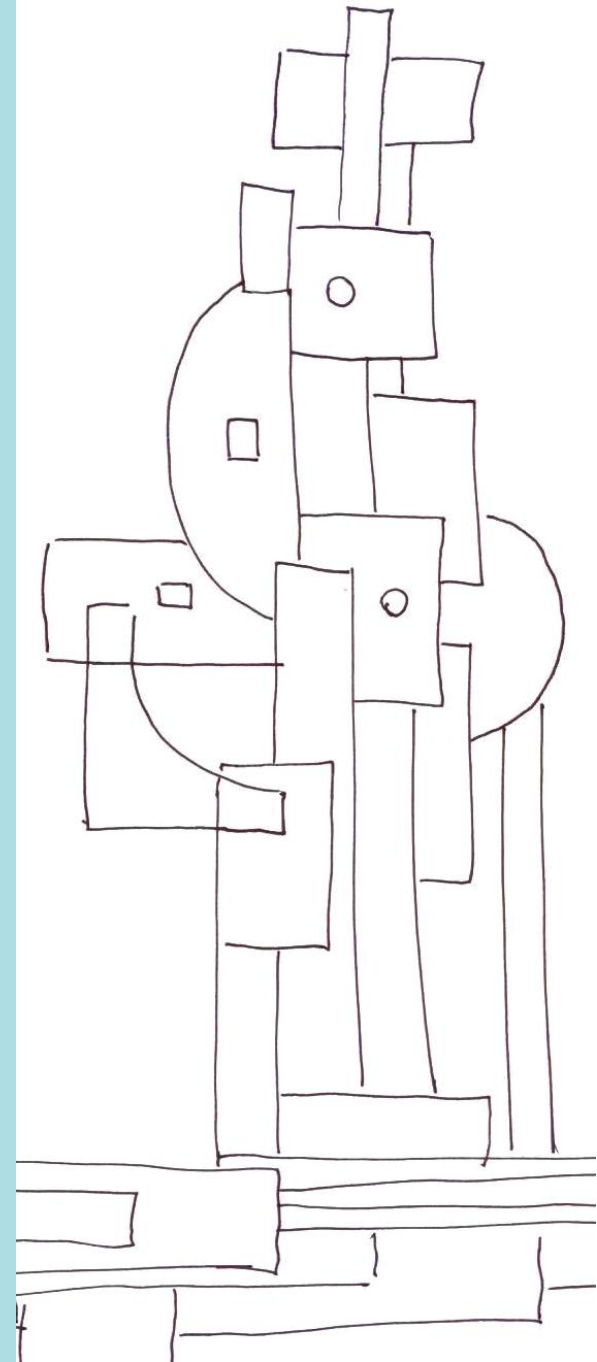
**Hierarchies of gatekeepers: network density growing within hierarchies**

**Path-dependencies of organizations growing within hierarchies**

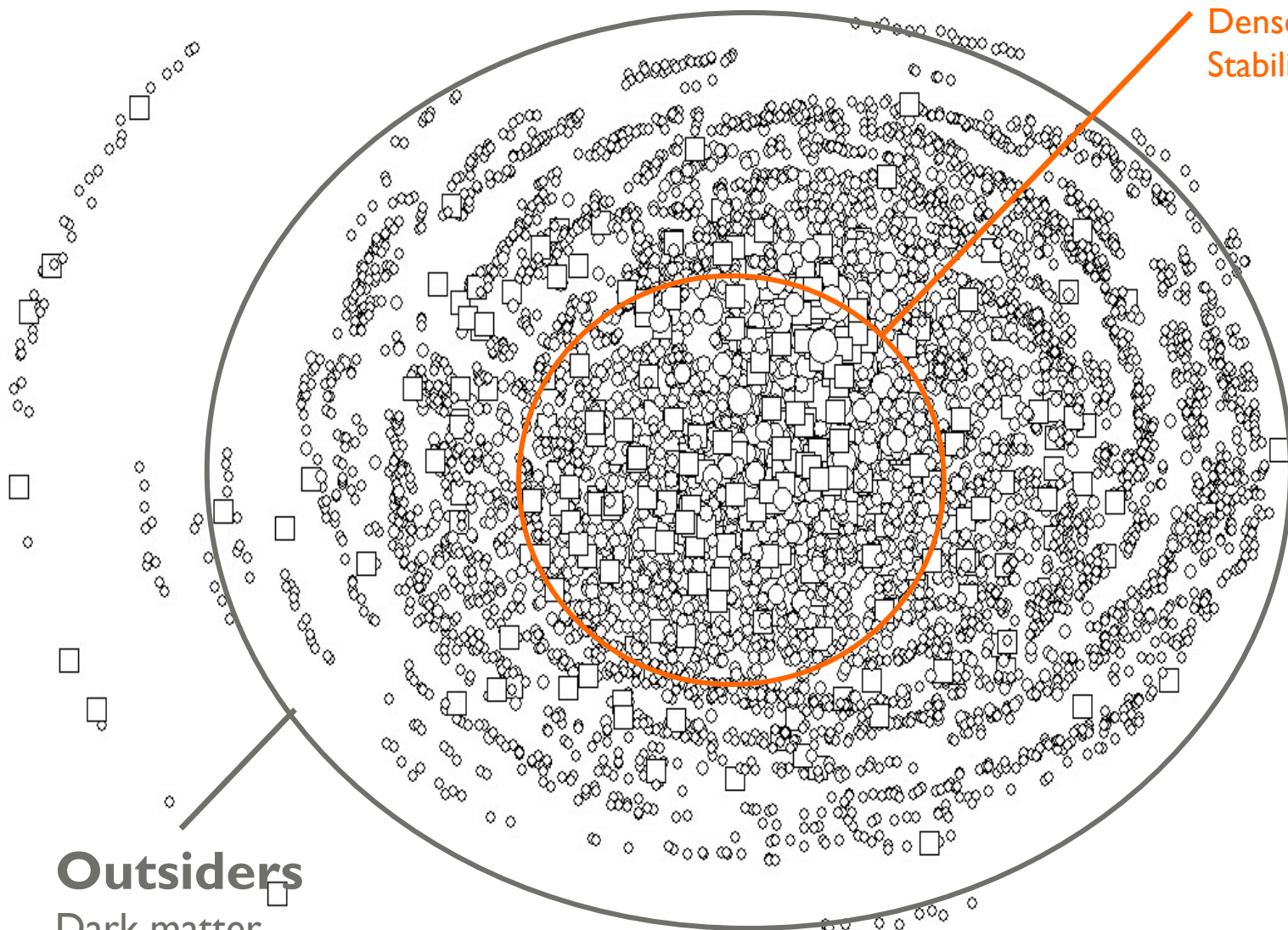
**Resilience of powers within the quality negotiation process (Reputation / Legitimation / Status)**

**Self referentiality**

**Long-term**



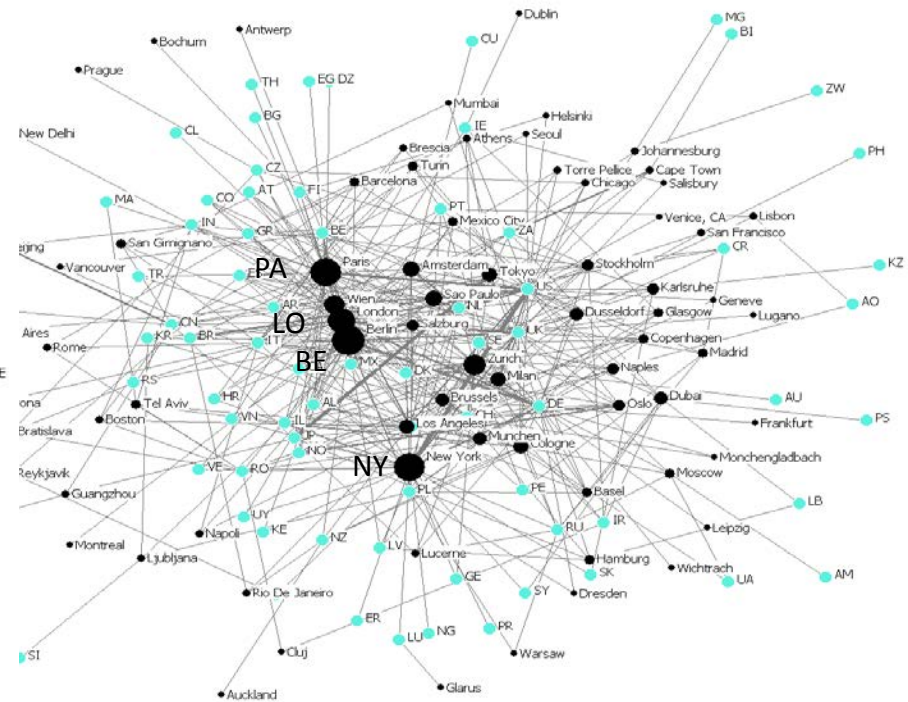
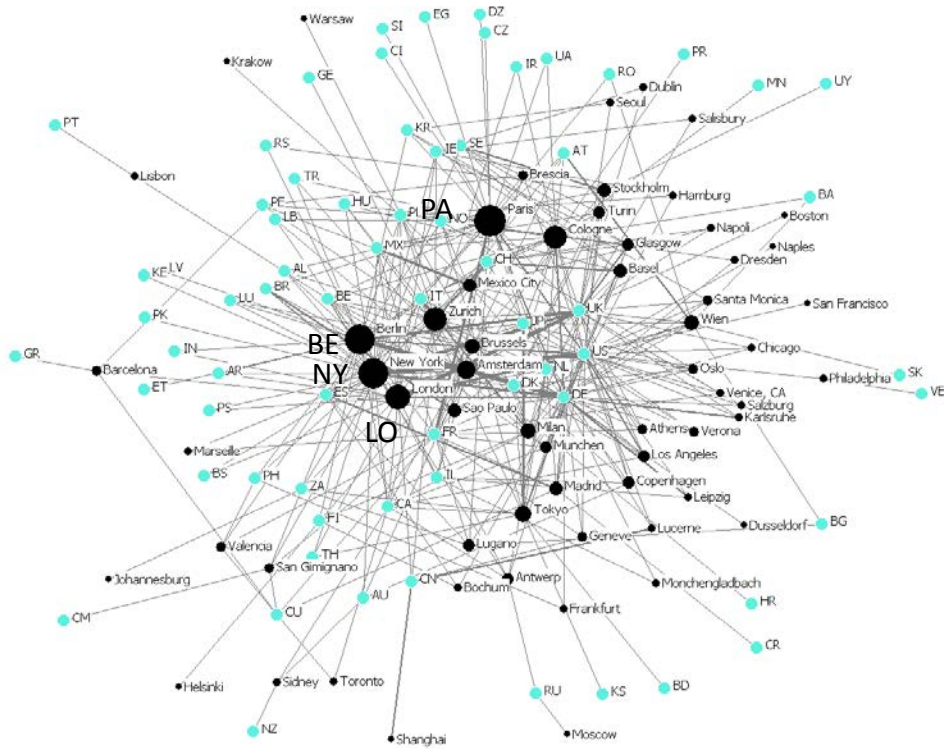
**Insiders**  
Dense networks  
Stability



**Outsiders**  
Dark matter  
Wild selection



# 2005

# 2012



## Stable hierarchy of cities

Network centrality of younger artists in Art Basel

-  Artists' birthplace
-  Exhibition venue (gallery)

# **PERSPECTIVES**

**the centrality of collective  
decision processes**

**Government  
Meta-  
management**

**Arts**

**Fashion**

**Design**

**Market  
enforcement**

**Partici-  
patory  
Quality**

**Heritage**

**Local / Global  
Networks  
Long-term  
Sustainability**

**Food**

**Industry  
Home  
bases**

**Openness  
New entrepren.  
Power balance  
Public sphere**

**Advertising**

**Competitive  
conditions**

**Media**

**Technological  
infrastructure**

**Software**

**1. Taylor-made policies**

**2. Objective definition  
and planning**

**3. Accountability**

**4. Medium-long term perspective**

**★ 5. Negotiation between established stakeholders and  
emerging stakeholders**

**★ 6. Definition of cultural quality, negotiated between fields  
and territories**



**Government  
of  
territories**

**Opportunity**

Traditional perspective  
**ENDOWMENTS**

- Infrastructures
- Technologies
- Industrial capabilities
- Human resources
- Science and research

Evolutionary perspective  
**COGNITIVE  
CAPABILITY**

- Institutions
- Entrepreneurship
- Identities and values
- Cultural capital
- Social capital



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# INVESTING IN CULTURE

Nurturing creative industries:  
public-private investment solution for  
the sustainable development of culture

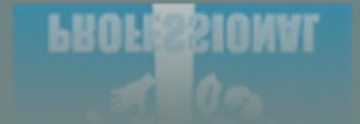
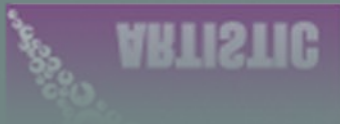
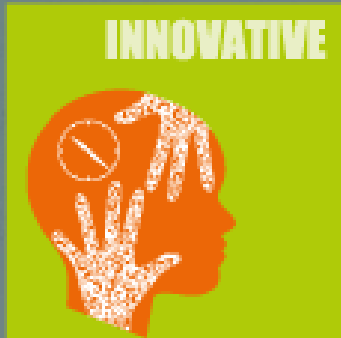
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**Le Quoc Vinh**

Chairman & CEO, Le Group of Companies

President, Vietnam Creative Entrepreneurs' Club (VCE Club)

# Lê Group<sup>TM</sup> of Companies





Monthly women's lifestyle magazine – the most popular luxurious and high-class. 49,000 copies per month.



Gentlemen's Magazine: the most luxurious general-interest lifestyle magazine for men. 25,000 copies per month.



Bi-weekly magazine for business leaders and entrepreneurs. 20,000 copies every 2 weeks.




Monthly magazine on gadget and technologies, the first international high-quality franchised magazine in Vietnam. 25,000 copies a month.



Le Media's second international title, Autocar, one of the largest and most respected auto magazine. Published first in February 2011. 20,000 copies a month.





Has | Sơ đồ trang | Đăng nhập | Đăng ký

Trang chủ | Giới thiệu | Tin tức | Sự kiện | Sản ý tưởng | Hội viên | Tài liệu | Hỗ trợ | Liên hệ

**TIN TỨC**

Nhà báo Lê Quốc Vinh: "Phải đào tạo sâu hơn về văn hóa cho các nhà báo!"

Đây là giải pháp mà nhà báo Lê Quốc Vinh, Chủ tịch Hội đồng quản trị của tập đoàn truyền thông Le Group khi bàn về xu hướng báo lá cải và thảm

**SỰ KIỆN**

HỘI THẢO QUỐC TẾ  
KINH DOANH TRONG  
CÔNG NGHIỆP  
**SÁNG TẠO**  
INTERNATIONAL CONFERENCE ON BUSINESS IN CREATIVE INDUSTRIES

ĐỐI TÁC

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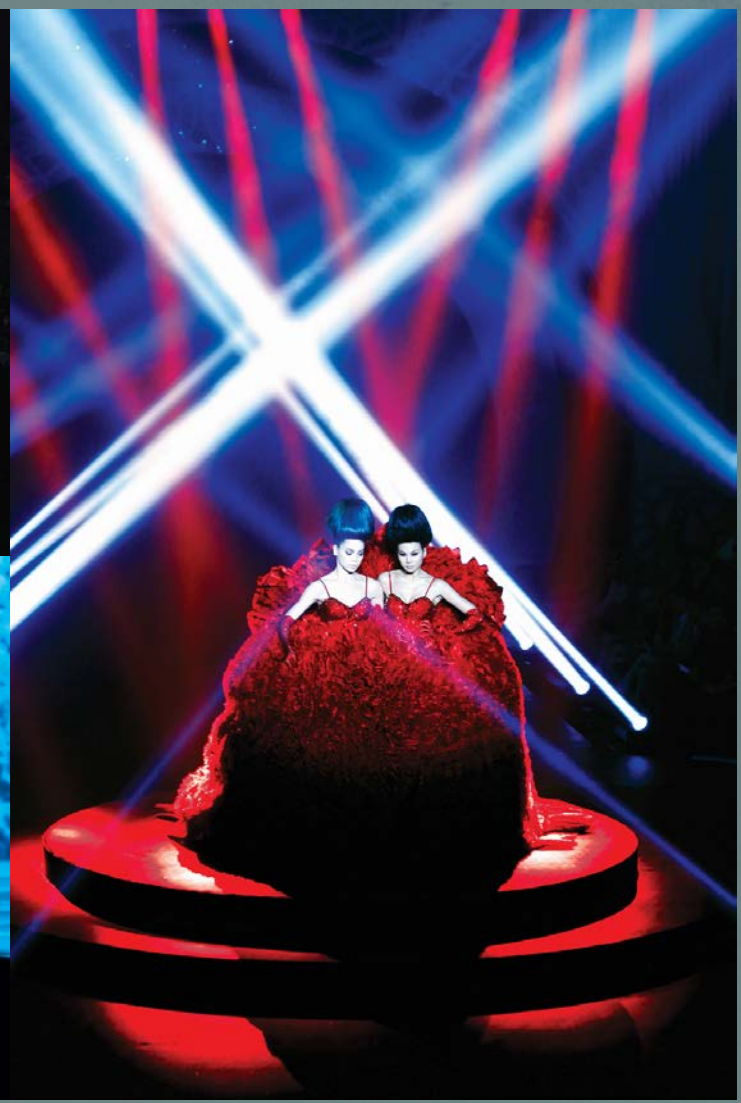


# creative Industries



Culture-based creative industries, which are widely connected and strongly supported, will bring to Vietnam greater commercial viability and global competitiveness.













# PUBLIC PRIVATE

STRONG BUDGET  
UNFOCUSED INVESTMENT  
PROMOTING TRADITIONAL VALUES  
FAR FROM MARKET NEEDS  
WEAK MARKETING  
LACK OF COMMUNICATIONS

MODEST BUDGET  
FOCUSED INVESTMENT  
PROMOTING MODERN TASTES  
FOLLOW MARKET NEEDS  
STRONG MARKETING  
STRONG COMMUNICATIONS





# GOVERNMENT'S ROLES

**LEGAL FRAMEWORK AND  
FAVOURABLE POLICIES**



**CHANGE OF PERCEPTION  
AND MINDSET**

ECONOMIC

LEGAL

ADMINISTRATIVE

EDUCATIONAL

PUBLIC OPINION

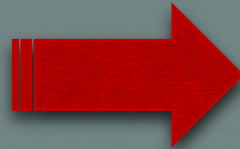
FREE INFORMATION

CHANGE THE IDEA  
THAT CREATIVE  
INDUSTRIES ARE  
NON-MANUFACTURING  
THAT NOT BRING  
TANGIBLE WEALTH

CULTURAL MARKET  
WITH MARKET  
MECHANISM, ABIDING  
BY PRINCIPLES AND  
NORMS OF BUSINESS

# SOLUTIONS

**SUBSIDISING  
MODEL**



**INVESTMENT  
MODEL**

**PUBLIC**



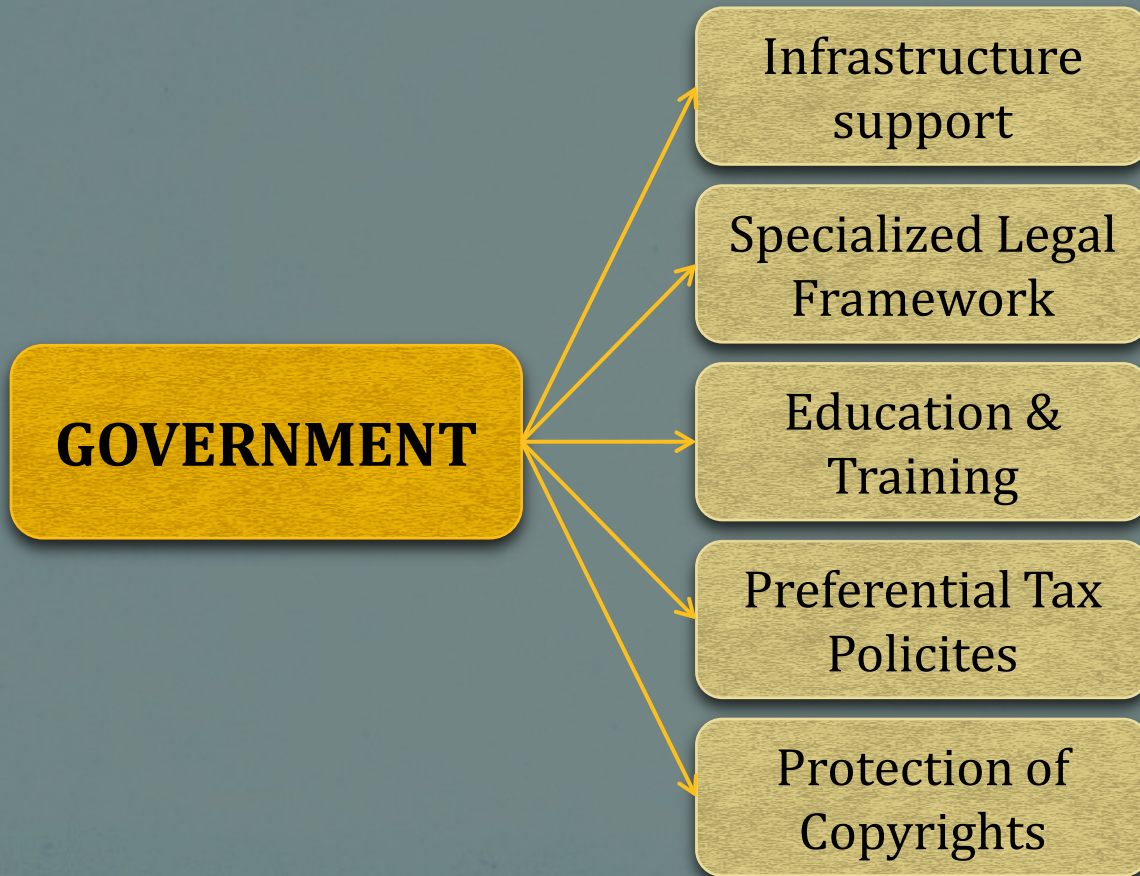
**PRIVATE**

KEY PRIORITIES  
SYSTEM OF STANDARDS  
GUIDELINES

CONCEPT DEVELOPMENT  
PRODUCTION  
OPERATION  
MANAGEMENT

# SOLUTIONS

Creative Hubs/Zones  
Incubators  
Exhibition Centers  
Design Centers



IP Tax Waiving  
Income tax Ease





thank  
you!

**Le Quoc Vinh**

Chairman & CEO

Le Group of Companies | Le & Brothers Limited | Le Media JSC

vinhlq@lemediavn.com  lequocvinh.com  vinhlq

**Le patrimoine culturel, vecteur  
économique :**

*le rôle du mécénat et de ses outils*

# Présentation générale

- **La culture : source d'emploi et de financement.** En France par exemple, on compte 500 000 emplois liés au patrimoine. Ce sont des emplois généralement hautement qualifiés et non-délocalisables.
- **Ces emplois sont très liés au domaine public.** Hors depuis 2 ans, l'Etat a diminué ses crédits : -25% par exemple pour les Monuments Historiques français.
- Le mécénat pour le patrimoine est donc plus que jamais nécessaire. **Fondations et mécénat d'entreprise** ont leur rôle à jouer. Encore faut-il trouver **de nouveaux moyens de levée de fonds.**
- **Un mécène communique autour de son action.**

- Mécénat : 1,9 milliards d'euros
- 31% des entreprises de plus de 20 salariés sont mécènes soit 40 000 entreprises en France
- Les PME représentent 47% du budget global du mécénat.

# Les outils du mécénat culturel

- Défisicalisation
- Mécénat de compétence
- Crowdfunding

# Le fonds de dotation

- Le Fonds Culturel Arts & Ouvrages est un fonds de dotation à but non-lucratif créé en 2011.
- Les **fonds de dotation** ont été créés en France par le législateur en 2008.
- Une structure qui permet à nos donateurs, entreprises et particuliers, de **défiscaliser leurs dons**.
- Aujourd'hui de plus en plus de fonds de dotation se créent dans le domaine culturel, en particulier les musées.

# Nos missions

- Soutenir la création artistique en attribuant des bourses à des artistes et en soutenant des projets d'expositions.
- Soutenir des projets de protection et préservation du patrimoine en danger.
- Communiquer et sensibiliser le grand public à la culture et au patrimoine par l'organisation d'événements.
- Encourager les savoir-faire anciens et nouveaux
- Une philanthropie responsable et solidaire

# Exemple d'action : le Palais-Gallien, patrimoine bordelais

La mise en valeur du patrimoine historique de la ville de Bordeaux à travers un documentaire inédit de 26 minutes : *"Palais-Gallien, autopsie de l'amphithéâtre antique de Bordeaux"* qui sera présenté fin octobre au festival ICROMOS, festival du film archéologique.

*Vue des vestiges du Palais-Gallien*





# Le mécénat de compétence

- Une nouvelle facette de l'engagement
- 24000 entreprises proposent aujourd'hui à leurs salariés, soit 15% des entreprises mécènes
- Un outil de défiscalisation
- Le mécénat de compétence permet une interaction entre le monde culturel et le monde de l'entreprise

# Le crowdfunding

- Un mécénat innovant et participatif encore minoritaire dans le domaine du patrimoine culturel.
- Exemple en France de la plateforme **Culture Time**.
- Notre soutien à l'**application « MDP-Patrimoine en danger » / « MDP-Heritage in danger »** disponible gratuitement sur **Appel et Android**.

# **Notre engagement pour la sauvegarde durable des sites inscrits sur la liste du patrimoine mondial en péril**

- Les Manuscrits anciens de Tombouctou au Mali
- La ville de Coro et son port au Venezuela
- Le site archéologique d'Abu Mena en Egypte

# La province de Ferrare

Le soutien à la reconstruction du patrimoine historique de la ville de Ferrare et sa région d'Emilie-Romagne (Italie) suite aux tremblements de terre de mai 2012, avec le patronage de la Commission Nationale Italienne auprès de l'UNESCO.

*Eglise de Finale Emilia détruite après le tremblement de terre*



# Les Manuscrits de Tombouctou



# Les Manuscrits de Tombouctou

- Suite aux récentes menaces de leur destruction par des groupes islamistes en février 2013, 300.000 manuscrits de Tombouctou au Mali, dont les plus anciens remontent au XIIIe siècle, ont été transportés dans l'urgence à Bamako et sont aujourd'hui victimes de mauvaises conditions de conservation.
- **Chaque manuscrit a donc besoin d'une boîte spéciale pour être bien conservé.** Ces boîtes de conditionnement sont réalisées à partir de papier cartonné neutre importé (carton ondulé fait d'alpha-cellulose et sans acides) pour protéger les deux faces du manuscrits. Chaque boîte coûte 20\$.

# Nos actions

- Action réalisée :  
Vente aux enchères caritative « 20 BUCKS A BOX » pour l'achat de boîtes de conservation.
- Action en cours de lancement :  
Opération de crowdfunding « 20 BUCKS A BOX » via la plateforme My Major Company.
- Levée de fonds auprès de nos donateurs.

# La ville de Coro et son port





# La ville de Coro et son port

- Le site est inscrit depuis 2005 sur la Liste du patrimoine mondial en péril. Est constaté la détérioration des matériaux et bâtiments du site, doublée d'une absence totale de politique de conservation.
- Mise en œuvre d'un plan de conservation intégrale du site pour une valorisation et une utilisation durable de l'ensemble de ressources culturelles du site.
- Actions envisagées :
  - Organisation d'un concert classique caritatif en 2015.
  - Levée de fonds auprès de nos donateurs.

# Le site d'Abu Mena



# Le site d'Abu Mena

- Site inscrit depuis 2001 sur la liste du patrimoine mondial en péril suite à la mise en œuvre d'un projet d'irrigation dans les années 1980 qui a fait monter le niveau de la nappe phréatique, ce qui a inondé la zone archéologique.
- L'objectif aujourd'hui est d'établir un programme de conservation à mettre en œuvre d'urgence, en entreprenant dès que possible des études de l'état de conservation.
- Actions envisagées :
  - Organisation d'une exposition d'artistes contemporains
  - Levée de fonds auprès de nos donateurs.

# Merci et à bientôt



Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture



Centre du  
patrimoine  
mondial



Préserver et valoriser  
notre patrimoine  
exceptionnel

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**Facebook :** [www.facebook.com/FCAOarts](http://www.facebook.com/FCAOarts)

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