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

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Thursday 2 October 2014

Opening Ceremony

MASTER OF CEREMONY: Alfredo Pérez de Armiñán, Assistant Director-General for Culture of the United Nations Educational, Scientific and Cultural Organization

Irina Bokova, Director-General of the United Nations Educational, Scientific and Cultural Organization

Dario Franceschini, Minister of Cultural Heritage and Activities and Tourism of Italy

Dario Nardella, Mayor of Florence

Mario Giro, Undersecretary of State, Ministry of Foreign Affairs and International Cooperation of Italy

Sara Nocentini, Representative of the Tuscany Region and Regional Advisor on Culture and Tourism

KEYNOTE SPEECHES

Mari Elka Pangestu, Minister of Tourism and Creative Economy of the Republic of Indonesia

Olga Kefalogianni, Minister of Tourism of the Hellenic Republic

Vittorio Gregotti, Architect

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ALFREDO PÉREZ DE ARMIÑÁN
Assistant Director-General for Culture
United Nations Educational, Scientific and Cultural Organization

OPENING CEREMONY – MASTER OF CEREMONY

Biography	Mr Pérez de Armiñán has been the Assistant Director-General for Culture of UNESCO since September 2014. Mr Pérez de Armiñán is the holder of a Bachelor's Degree in Law obtained in June 1973 from the Universidad Complutense de Madrid (UCM), in Spain. Since then, he specializes in Public Law, Culture and Heritage. Mr Pérez de Armiñán began his professional career in June 1977 with the Spanish Parliament, where he held a number of positions until 1986, most notably: Director of Foreign Relations and Secretary of the Parliamentary Delegations at the Council of Europe Parliamentary Assembly, the NATO Parliamentary Assembly and the European Parliament-Spanish Cortes Generales Joint Committee. From 1986, he was Legal Advisor to the Public Works, City Planning and Housing Committee of the Spanish Senate. Mr Pérez de Armiñán was concurrently assigned to the Spanish Government for the period 1980 to 1983 where he served as Director-General of Cooperation with the Regions, Secretary-General of the Ministry of Culture, Director-General of Fine Arts, Public Archives and Libraries and Member of the Council of Patrimonio Nacional. Mr Pérez de Armiñán has also been Director of several prominent Cultural Foundations and Institutions in Spain, including: Director of the Fundacion Caja Madrid (1996 to 2002), Secretary-General of the Fundacion Colegio Libre de Emeritos, Madrid (2002 to 2012) and President of Hispania Nostra which is an Organization Member of Europa Nostra Federation for Cultural Heritage (2003 to 2011). He was also a Member of the Board of Trustees of the Prado Museum (1993 to 2003) and since 1996 is a lifelong Member of the Real Academia de Bellas Artes de San Fernando in Madrid. From December 2012 to May 2014, Mr Pérez de Armiñán was the Director-General of the Fundacion José Ortega y Gasset-Gregorio Marañón in Madrid and Secretary-General to the University Research Institute affiliated to the Foundation. Of Spanish mother tongue, Mr Pérez de Armiñán is proficient in English and French. He is also the author of many publications and articles.

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IRINA BOKOVA
Director-General
United Nations Educational, Scientific and Cultural Organization

OPENING CEREMONY

Biography	Irina Bokova has been the Director-General of UNESCO since 15 November 2009, and reelected for a second term in 2013. She is the first woman to lead the Organization. Having graduated from Moscow State Institute of International Relations, and studied at the University of Maryland (Washington) and the John F. Kennedy School of Government (Harvard University), Irina Bokova joined the United Nations Department at the Ministry of Foreign Affairs of Bulgaria in 1977. Appointed in charge of political and legal affairs at the Permanent Mission of Bulgaria to the United Nations in New York, she was also a member of the Bulgarian Delegation at the United Nations conferences on the equality of women in Copenhagen (1980), Nairobi (1985) and Beijing (1995). As Member of Parliament (1990-1991 and 2001-2005), she participated in the drafting of Bulgaria's new Constitution, which contributed significantly to the country's accession to the European Union. Irina Bokova was Minister for Foreign Affairs, Coordinator of Bulgaria-European Union relations and Ambassador of Bulgaria to France, Monaco and UNESCO and Personal Representative of the President of the Republic of Bulgaria to the "Organisation Internationale de la Francophonie" (OIF). As Secretary of State for European integration and as Foreign Minister, Irina Bokova has always advocated for European integration. Active member of many international experts active in civil society and especially President and founding member of the European Policy Forum, she has worked to overcome European divisions and to foster the values of dialogue, diversity, human dignity and human rights. As Director-General of UNESCO, Irina Bokova is actively engaged in international efforts to advance quality education for all, gender equality, cultural dialogue and scientific cooperation for sustainable development and is leading UNESCO as a global advocate for safety of journalists and freedom of expression. Irina Bokova is Executive Secretary of the Steering Committee of the UN Secretary-General's Global Education First Initiative (GEFI) and co-Vice-Chair of the Broadband Commission. Irina Bokova has received state distinctions from countries across the world and is Doctor honoris causa of leading universities. In addition to her mother tongue, she speaks English, French, Spanish and Russian.

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DARIO FRANCESCHINI

Minister of Cultural Heritage and Activities and Tourism of Italy

OPENING CEREMONY

Biography	Dario Franceschini was born in Ferrara on 19 October 1958. Minister of Cultural Heritage and Activities and Tourism, he was formerly Minister of relations with Parliament and for coordination of the Government's activity. Civil lawyer, attorney before the Supreme Court, and member of the board of independent auditors. Writer. Has authored several novels. Deputy in the 27th legislature since 15 March 2013; elected in the Emilia-Romagna region on the PD (Democratic Party) slate. Former Democratic Party Secretary. Undersecretary to the Prime Minister's Office for Institutional Reforms in the second D'Alema government and in the second Amato government in the 13th legislature. A Deputy since 2001, he belonged to the elections commission and the Committee on Constitutional Affairs of the Chamber of Deputies and of the OSCE in the 14th legislature. President of the Olive Tree parliamentary group at the Chamber of Deputies from May through October 2007 (15th legislature). Deputy Secretary of the PD, then National Secretary. President of the PD parliamentary group at the Chamber in the 16th legislature, during which he was also a member of the EU parliamentary commission and of the Italian delegation to the Council of Europe and the Western European Union. Member of the Justice Committee from 18 June 2012 to 14 March 2013. Deputy national secretary of the Italian People's Party (PPI) from 1997 to 1999; in 2001, was among the founders of the Daisy party (La Margherita) and coordinator of the national executive. In 1994, was councillor for culture and tourism of the municipality of Ferrara, after having served as council group leader and municipal councillor.

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DARIO NARDELLA
Mayor of Florence

OPENING CEREMONY

Biography	Dario Nardella was born in Torre del Greco (Naples) on November 20th 1975. He is married to Chiara and father of 3 children. He graduated in Law with first class-honours at the University of Florence, where he got a Ph.D. in Public Law and construction and Environmental Law. He is also a graduate in violin from the "Conservatorium Cherubini" in Florence. Professor at the University of Florence where he teaches Cultural Heritage Law, he started his political career in 2004 when he was elected Councilman for the City of Florence in the Democratic Party. He served as legal advisor to the Minister of Institutional Reforms during Romano Prodi's premiership (2006-2008). In 2008 he was selected by the U.S. State Department as young Italian politician to attend the International Visitor Leadership Program. In 2009 he was once again elected to the Florence City Council and appointed Vice Mayor in the City Government of former Mayor Mr. Matteo Renzi. In February 2013 he was elected to the Chamber of Deputies of the Italian Parliament and Member of the Commission for tourism, industry and trade. In February 2014, before leaving his office as Mayor to become Prime Minister, Mr. Renzi appointed Dario Nardella for the regency of the City until next elections. After winning primaries for the Democratic Party, in May 2014 Nardella has been elected Mayor of Florence with 59,16% of preferences at the first round of voting. In June 2014 Dario Nardella has been elected as ANCI (the national association of Italian Municipalities) coordinator for the metropolitan cities.

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MARIO GIRO
Undersecretary of State

Minister of Foreign Affairs and International Cooperation of Italy

OPENING CEREMONY

Biography	Born in Rome on July 29, 1958, he lived in Brussels until the age of 15 years. He studied at the European School of Uccle and succeeded his Baccalaureate in Rome. In 1984 he completed his university studies in literature at the University Rome I - La Sapienza with a thesis in Economic History. Member of the Community of Sant'Egidio since 1975, he is involved with tutoring for poor children in the Roman suburbs. The commitment in the field of interreligious dialogue begins in the 80s, especially with the Muslim world. He helps in organizing Annual International Meeting of Prayer for Peace, from Day of Assisi in 1986. From 1989 he worked for the development of the Community of Sant'Egidio in Africa, especially in Ivory Coast and Cameroon. From the early 90s, he is responsible for international relations and mediation process for peace to become the head of International Relations of the abovementioned Community. In this capacity, he participated in various consultations, among which Algeria (1994-5), Kosovo (1998-9), the DRC and Burundi (200), Ivory Coast (2002-2011), Liberia (2004-5), Togo (2003), Darfur (since 2004), Northern Uganda (2006-8), Guinea (2007-11), Niger (2011), Libya (2011) Syria (2012) and Casamance-Senegal (2012). In 2010 he received the Prize for Conflict Prevention of the Chirac Foundation. Adviser to the Minister of International Cooperation and Integration in 2012 (Government Monti), he organized the Forum for International Cooperation in Milan. In May 2013 he was appointed Under-Secretary for Foreign Affairs and he was confirmed by the Government of Matteo Renzi in February 2014. He is responsible for relations with Latin and Central America, Canada, and for cultural and linguistic promotion of Italians abroad.

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SARA NOCENTINI

Representative of the Tuscany Region

Regional Advisor on Culture and Tourism

OPENING CEREMONY

Biography	Born in Florence on 2 December 1974. Graduated in Political Sciences at the Faculty “Cesare Alfieri” of the University of Florence. In 2006 she obtained a PHD in Economic History at the University La Sorbonne-Paris IV. Since March 2012, she is a member of the Direction and Control Committee (Comitato di indirizzo e controllo) of the Istituto Regionale Programmazione Economica della Toscana (IRPET). Expert in economy, history of international relations, European projects and fund raising, she is author of several publications. Her last publication is "L'ecologia in Toscana" (The ecology in Tuscany), 2013. Since February 2014, she is Regional Advisor on Culture and Tourism at the Tuscany Region.

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MARI ELKA PANGESTU
Minister of Tourism and Creative Economy of the Republic of Indonesia

OPENING CEREMONY

Biography	Dr. Mari Pangestu served as Indonesia's Minister of Trade from 2004 to 2011, and as Minister of Tourism and Creative Economy from 2011 until October 2014. She obtained her bachelor's and master's degrees from the Australian National University and her PhD from the University of California, Davis, where she specialized in macroeconomics, and international trade and finance. She has acquired vast experience over 25 years in academia, second-track processes, international organizations, and government, working in areas related to international trade and investment in the multilateral, regional, and domestic setting. As Minister of Trade she played an active role in the WTO; initiated various Ministers of Trade meetings; and provided leadership in regional cooperation at ASEAN in 2011, and at APEC. Before becoming Minister, from 1987 to 2003, she provided policy advice on international trade and investment issues, political economy of reforms, and sustainable development issues. She is currently Professor of International Economics at the Faculty of Economics, University of Indonesia and is on the board of Directors of the Center of Strategic and International Studies, Indonesia's leading think tank.

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OLGA KEFALOGIANNI
Minister of Tourism of the Hellenic Republic

OPENING CEREMONY

Biography	Olga Kefalogianni was born in Athens in 1975 and since June 2012 is the Minister of Tourism of Greece. She studied Law and International Relations in Universities in Greece, USA and UK. She has worked as associate lawyer in major law firms in Greece and the USA and the Legal Department of the E.U. Commission in Brussels. From 2004 until 2006 she was legal advisor to the then Prime Minister of Greece. She is a Member of the Hellenic Parliament since 2007, elected in the constituency of Rethymnon in Crete with the "New Democracy" party and in 2012 in the 1st constituency of Athens, where she won the most electoral votes among her colleagues in the party. From 2007 until 2012 she held several posts in the Secretariat of the Hellenic Parliament and Standing and Special Committees (Defense and Foreign Affairs, Cultural and Educational Affairs, Environmental Protection). Mrs Kefalogianni is the author of the book "The role of the European Union on the Cyprus issue" and has been decorated by the Republic of Poland with the Commander's Cross with Star of the Order of Merit. Mrs Kefalogianni is married and speaks Greek, English (fluent), French (fluent) and Spanish (working knowledge).

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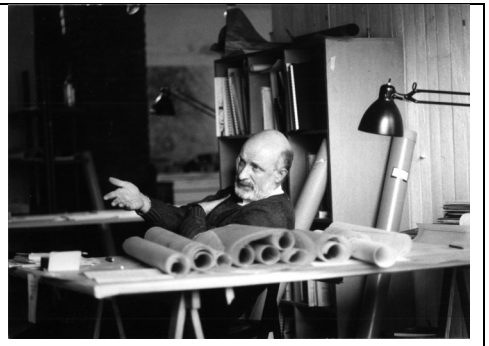
VITTORIO GREGOTTI
Architect

OPENING CEREMONY



Biography

Vittorio Gregotti (Novara 1927) founded Gregotti Associati in 1974. From 1978 to 2000 he was Full Professor of Architectural Composition at the University of Venice (IUAV). He was also Visiting Professor at the Universities of Tokyo, Buenos Aires, San Paolo, Losanna, Harvard, Filadelfia, Princeton, Cambridge (U.K.) and the M.I.T. in Cambridge (Mass.). From 1982 to 1996 he was editor-in-chief of "Casabella". He regularly contributes to the Italian daily newspaper "Corriere della Sera".

Concise bibliography

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Thursday 2 October 2014

Parallel Thematic Panel 1 - Culture and Creativity: a Dual Commitment to the Future

The contribution of culture and creativity to sustainable development has been increasingly acknowledged: its role in shaping identities, alleviating poverty, fostering social inclusion and contributing to the overall well-being of communities, individual self-esteem and quality of life is now at the centre of global debate and policy-making.

This dual recognition requires a commitment from a wide range of public and private sector actors to design and implement policies that invest in human creativity, in knowledge-based societies that stimulate the imagination and innovation; albeit within an environment based on fundamental values and principles of respect for human rights, equality and sustainability. Inclusive economic and social development thus necessitates a system of governance for culture and creativity that meets people's demands and needs.

In view of the above, the following questions will be addressed by the panel:

- What conditions need to be in place for the creative sector to fully contribute to inclusive economic and social development?
- What types of systems of governance for culture and creativity enable development that meets people's demands and needs?
- How can we strengthen arguments on the importance of culture and creativity in the global sustainable development agenda debates?
- What are the challenges for formal and informal education to better provide the next generation with the skills to embrace the dual approach of culture and creativity to development processes?

Moderator: **Danielle Cliche**, Chief, Section for the Diversity of Cultural Expressions, UNESCO

Rapporteur: **Avril Joffe** (South Africa), Expert in Cultural Policies and Creative Industries

Panelists: **Zurab Tsereteli** (Russian Federation), UNESCO Goodwill Ambassador, President of the Moscow International Foundation for Support to UNESCO

Michael Hawkins (Australia), Executive Chairman, Asia Pacific Screen Awards

Cristina Ortega Nuere (Spain), President of the Thematic Area "Monitors of Culture" of the European Network of Cultural Administration Training Centres (ENCATC)

Gustavo Buquet (Uruguay), Associate Professor of Creative Economy, CLAEH University of Montevideo

Francesca Merloni (Italy), Director, Festival "Poiesis"

Nina Obuljen (Croatia), Researcher at the Institute for Development and International Relations (IMO) in Zagreb

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DANIELLE CLICHE
Chief
Section for the Diversity of Cultural Expressions
Culture Sector, UNESCO

MODERATOR
Culture and Creativity: a Dual Commitment to the Future

Biography	Danielle Cliche is Secretary of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) and Chief of Section on the Diversity of Cultural Expressions. She is responsible for implementation of the Convention worldwide, supports the work of the governing bodies and manages a team responsible for related operational programmes providing technical expertise to strengthen the governance of culture in developing countries or financial support through the International Fund for Cultural Diversity. In 2013, she led an inter-agency team with the UN Office for South-South Cooperation to produce the 2013 UN Creative Economy Report Special Edition, "Widening Local Development Pathways". Previously she was research manager for the European Institute of Comparative Cultural Research (ERICarts Institute) and founding co-editor of the Compendium of Cultural Policies and Trends in Europe. Since the early 1990s, she has carried out a wide range of international comparative research studies in the field of culture. A graduate of the University of Ottawa in communication theory, culture and international comparative politics, she also earned her Phd from the Vrije Universitat Amsterdam in 2009.

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AVRIL JOFFE
Director
Creativity Avril Joffe (CAJ)

RAPPORTEUR
Culture and Creativity: a Dual Commitment to the Future

Biography	Avril is the director of CAJ: culture, arts and jobs, a cultural economy research and policy consultancy based in South Africa. She is an economic-sociologist working extensively throughout Africa in developing, designing, implementing and evaluating programmes to support the cultural economy from a city level through to national levels for creative practitioners, civil society organisations and governments. Avril coordinates the Postgraduate programme in Cultural Policy and Arts and Culture Management at the University of the Witwatersrand, is a UNESCO Expert on Cultural Policy and Governance and the research supervisor at AFDA, the motion picture and performance school. Avril is a member of the cultural policy task committee for Arterial Network, the Pan African arts organization and has written generic frameworks, toolkits, conducted research and delivered training programmes throughout Africa. For sanity and leisure, Avril teaches Nia dance and is a KaHuna massage therapist.

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ZURAB TSERETELI
UNESCO Goodwill Ambassador
President of the Moscow International Foundation for Support to UNESCO

PANELIST
Culture and Creativity: a Dual Commitment to the Future

Art and sustainable development: angles of interpretation

Biography	Zurab Tsereteli is a famous Russian artist, sculptor, painter, architect, committed to several humanitarian activities worldwide. He has been serving as a UNESCO Goodwill Ambassador since 1996. He is Professor and President of the Russian Academy of Arts as well as founder of the Moscow International Foundation for Support to UNESCO. Zurab Tsereteli is also eminent member of the Sergio Vieira de Mello Foundation, dedicated to promoting dialogue for the peaceful resolution of conflict. In his capacity as a UNESCO Goodwill Ambassador, Zurab Tsereteli continues to support UNESCO's programmes and activities notably in the field of artistic education. In this regard, he has been very active in implementing the numerous initiatives aimed at supporting artistic education and young talent in the Russian Federation. Zurab Tsereteli organized numerous exhibitions at UNESCO Headquarters aiming to promote the message of peace and intercultural dialogue. He also supported numerous projects and activities that have been initiated by UNESCO in the fields of education and culture.

Abstract	In my creative endeavors, it is particularly valuable and interesting for me not only to solve artistic tasks, but also problems relating to ways to transform the world order through the arts. I am expressing my understanding of the concept of sustainable development through the dialogue, rapprochement of cultures in my creative, educational, and academic activity. And those areas that my academic colleagues are particularly interested in have formed the foundation of common efforts to develop the UNESCO International Chair of Fine Arts and Architecture of the Russian academy of arts. Recently, the International UNESCO chair for fine arts and architecture of the Russian Academy of Arts has launched a new program of fundamental researches: "Humanistic Fundamentals and Social Functions of Art". It includes many activities carried by me as a UNESCO Goodwill Ambassador, I see my main task as UNESCO Goodwill Ambassador in helping to affirm this dialogue, mutual understanding, and tolerance. I would like to name a few of the main areas of my activity that I propose as my personal view to the conception of sustainable development: - preservation of historical memory through art: perpetuation of the memory of the world outstanding personalities; - study of the potential possibilities of art in the struggle against negative tendencies in contemporary society; - art as a way to affirm the principles of mutual respect, tolerance and mutual understanding among peoples, representatives of different cultures and religious confessions; - dialogue of cultures as a form of the XXIst century diplomacy; - Art, Science, Medicine: art as a form of therapy.

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UNESCO World Forum on Culture & Cultural Industries

MICHAEL HAWKINS
Executive Chairman
Asia Pacific Screen Awards

PANELIST

Culture and Creativity: a Dual Commitment to the Future

The Asia Pacific Screen Awards: an embodiment of commitment to culture and creativity

Biography	Michael Hawkins is a company director of diverse commercial experience. In addition to being the Executive Chairman of the Asia Pacific Screen Awards, his roles include Executive Director of the National Association of Cinema Operators – Australasia, Chair of the Australian International Movie Convention and Director of the Intellectual Property Awareness Foundation Ltd. He is also Deputy Chairman of Screen Queensland and a director of several other private companies. He serves on the Foundations of the Queensland State Library and the University of Queensland Diamantina Research Institute. He was formerly CEO of Australian Multiplex Cinemas Ltd. He is a lawyer by training and a Fellow of the Australian Institute of Company Directors.
Abstract	The Asia Pacific Screen Awards (APSA) is an international cultural initiative developed in 2007 that acclaims, at a global level, the cinematic excellence and cultural diversity of the vast Asia Pacific region. APSA's aims are to: ▪ acclaim film-making in the Asia-Pacific region that best reflects its cultural origins and cinematic excellence; ▪ acclaim the people behind this excellence;

	▪ promote the region's outstanding work to a global audience in order to broaden the market appeal of such works; and ▪ through film, develop greater understanding of the region's various cultures. What has inspired this initiative is the rich diversity and talent that resides in the Asia-Pacific region: the directors, producers, writers, the actors and the stories they tell - all of those who persevere to make films and develop audiences for them. An industry of people who have the courage to challenge our thinking, shape the way our lives go forward, yet also reflect on who we are and what influence we can bring to the quality of humanity on this troubled planet. APSA has a genuine engagement with the filmmakers, cultural bodies, governments and the diplomatic community of the 70 countries and areas of the Asia Pacific. The unique collaboration has brought together Paris-based UNESCO and the International Federation of Film Producers Associations (FIAPF). We are a world of many different cultures, languages, music, tradition and ways of life. We are not a world of one culture. Thus, these Awards are formally endorsed by UNESCO who sees film as the single biggest influence on the way our cultures are influenced and evolve. UNESCO Director General Ms Bokova has said: "Film is vital to fostering cultural diversity, and promoting mutual understanding, dialogue and peace. It is for this reason that UNESCO forged its link with APSA which it sees as a most important cultural initiative, not just in the Asia Pacific region, but globally." The UNESCO Award for outstanding contribution to the promotion and preservation of cultural diversity through film is presented by representation from UNESCO, Paris, at each Awards ceremony.

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CRISTINA ORTEGA NUERE

President of the Thematic Area "Monitors of Culture" of the European Network of Cultural Administration Training Centres (ENCATC) and Director of the Institute of Leisure Studies of the University of Deusto

PANELIST

Culture and Creativity: a Dual Commitment to the Future

A new ecosystem of relationship between culture and creativity

Biography	Cristina Ortega Nuere is Director of the Institute of Leisure Studies of the Faculty of Social and Human Sciences of the University of Deusto, Bilbao. She is also the Chair of ENCATC's Policy Group Monitors of Culture that gather universities and stakeholders that are currently working on the development of new indicators and methodologies, and Member of the Basque Council of Culture of the Basque Government. Doctor in Leisure and Human Development –awarded with the extraordinary Prize to the Best PH-D Thesis Ignacio Ellacuría, with a Master degree in Leisure Management, and specialized in Cultural Management, she graduated from the Faculty of Arts and Philosophy from the University of Deusto and completed her studies in London, Middlesex and at Westminster University. She is professor at the University of Deusto teaching in the PhD programme in Leisure and Human Development and in several other masters (Master Erasmus Mundus Euro-culture, Master in Management of Leisure Projects, Master in Organization of Events). She is the Principal Researcher of the Official Research Team of Leisure and Human Development of the University of Deusto. Her area of specialization is cultural policies, leisure, wellbeing and human development. She usually participates as a speaker in international scientific conferences worldwide. Her last conferences have been: *Place of Culture in Sustainable Development*, United Nations, New York, 4th Dec, 2013; *Measuring the true value of culture: going beyond GDP*, European Cultural Forum, European Commission, in BOZAR, Brussels, 5th November 2013; *Developing stronger scientific evidence on the impacts of the CCIS for better policy making*, in JRC Meeting Scientific Support for Growth and Jobs: Cultural and Creative Industries, Joint Research Council, European Commission, 24th October 2013; *Culture, Wellbeing and Poverty*, International Congress Culture: Key to Sustainable Development, UNESCO, Hangzhou, China, 15-17th May 2013.

Abstract	My presentation will introduce the main issues regarding the relationship between culture and creativity. Creativity is increasing its value in different environments besides culture: entrepreneur, scientific, politics, etc. Can we speak about a change of paradigm? Changes undertaken in the last years require a complex answer where creativity should play a relevant role. What are the most important features to understand the dialogue between culture and creativity? Main challenges will be pointed out after a general analysis focusing on the role of social hypermobility; information saturation; connectivity/instant moment; stakeholders and instruction platforms multilaterally. Finally, a creative approach to the main values that are behind the governance of culture will be introduced: accessibility, freedom; participation and co-responsibility in order to inspire development policies in the framework of culture and creativity.

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GUSTAVO BUQUET
Associate Professor of Creative Economy
CLAEH University, Montevideo

PANELIST
Culture and Creativity: a Dual Commitment to the Future

Montevideo Government Cultural policy as a system, and the "high" culture as a toll of social inclusion

Biography	Mr. Buquet is Economist, Master in Industrial Organization and PhD in Information Sciences. He works as Adviser in the Telecommunications National Direction at Ministry of Industry (Uruguay), and has also worked as Associate Professor of Culture and Development at Universidad de la República, and Creative Economy at CALEH University in Montevideo. For almost 20 years, he has worked on cultural policies and strategies, projects and statistics. He has policy experience in creative industries (as Head Manager of the project "Strengthening Creative Industries and Improving Access to Cultural Goods and Services in Uruguay"; the Head manager of the Department of Creative Industries at the Ministry of Education and Culture in Uruguay and Advisor to the Spanish Subdirector of Cultural Cooperation for the European Commission's Working Group for Creative Industries). As External Consultant, he has carried out research for the National Council of Culture and Arts in Chile, Spanish Ministry of Culture, Media Programme, the Inter-American Development Bank and as Staff Consultant for Media Research. Mr. Buquet holds particular expertise in the market and industrial organization of creative industries, with a focus on the audiovisual and digital environment. Now he is working in culture and social inclusion as External Consultant of Culture Department of the Montevideo Municipal Government. He is member of the UNESCO/UE Pool of Experts in the field of cultural policy and governance.

Abstract	The Montevideo Government last administration (2010 – 2015) launched a program called Strengthening of the Arts. This program connected up its own and independent performing arts with the most important program of culture and social inclusion in Montevideo called Esquinas de la Cultura. The public and independent theatres, the public companies as the philharmonic and symphonic orchestras, and the public theatre group, plus the independent companies of performing arts and musicians, promotes that citizens come and go from the vulnerable neighborhood located in the outskirts of the city to the center of down town. Additionally, this Program created Free Card which allows students from State High Schools get in every kind of shows, encouraging the demand for cultural goods and services and training audiences.

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MARIA FRANCESCA MERLONI
Director of Festival 'Poiesis'

PANELIST
Culture and Creativity: a Dual Commitment to the Future

The Ideal City

Biography	She was born and she lives in Rome. Poetess and writer. Many of her works bud from meeting and contamination among artistic expressions, mainly between poetry and music. She's one of poetical and harmonius free voice of our time. She made a debut with Opere in 2004, then *Passo delle Costellazioni*, *Rosa del Senza Nome*, *Palermo, la Sicilia e gli Arabi*, *Il Mediterraneo* where she duets with Tahar Ben Jelloun. She writes *Come avessi sete* in 2008, three monologues on original music that she performs in Italian theatres. She is creator, author and artistic director of Poiesis, festival of art, poetry, music and cinema. She's editorialist of magazine *Left* since 2012. She received the UNESCO award "*Ombra della sera"* for culture in 2013. Thanks to her work with Poiesis, she is promoter and coordinator of project of Fabriano, Creative City UNESCO. This project brought Fabriano in the Network of Creative Cities UNESCO in October 2013. She planned and organized the first Fabriano Forum 2014 UNESCO Creative Cities - Crafts and Folk Art with the aim of structuring relationship among UNESCO Creative Cities, in particular cities of Network Crafts and Folk Art. The Forum hosted representatives of cities of Hangzhou (China), Kanazawa (Japan), Paducah (USA), Santa Fe (USA) and Bologna. In this international context, there was an important moment of reflection on Fabriano in the climate of new humanism in an event with participation of artists and intellectuals for the building of "THE IDEAL CITY". Now Francesca Merloni is in theatre with her experimental work entitled "*La Guardiana*", that performs and acts with Danilo Rea on original music played live, within scenes created by works of Gregorio Botta.

Abstract	Is a city able to change its face and trace its own destiny anew, turning from an engineering and industrial district into a Unesco Creative City, and aspire to become a new contemporary "chartreuse"? The path of Fabriano since ’80 years to now. Is a community able to gather around a cultural project that unites, almost surprisingly, all the different essences of the city and expresses the most vital part that the place can offer today? Passion in the city of doing, Poiesis, living together harmoniously and productively. Can the original vocation of paper artisans become a vision and a driving force for a new way of living and doing business that project the past into the future? The project of Culture and Enterprise Workshops. Are men able to actually live together harmoniously and productively, around different values, travelling across the world and towards their own soul, enhancing variety while aiming to unity? Is this the meaning of the word Culture? The project of the Ideal City and the new Humanism.

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NINA OBULJEN
Researcher
Institute for Development and International Relations (IMO) in Zagreb

PANELIST
Culture and Creativity: a Dual Commitment to the Future

Promotion of culture and creativity and their role in international cooperation and development policies

Biography	Nina Obuljen Koržinek works as a researcher at the Institute for Development and International Relations in Zagreb. Her research interests include cultural and media policy studies as well as European studies. She published books, articles and expert studies in Croatian and international journals, focusing on research of cultural and media policies. Former State Secretary at the Croatian Ministry of Culture (2008-2011), graduated from the Academy of Music and Faculty of Arts of the University of Zagreb. She holds a Ph.D. in Political Science from the University of Zagreb. In 2004 she received the European Cultural Policy Research Award for her research on the impact of the EU enlargement on cultural policies which was published in the book *Why We Need European Cultural Policies: Impact of EU enlargement on countries in transition*, Amsterdam, 2006. Since November 2012 Nina Obuljen Koržinek has been appointed the chairperson of the Programme Council of the Croatian Radio and Television. She was head of the Croatian delegation for negotiations on the UNESCO Convention on the protection and promotion of the diversity of cultural expressions (2004-2005) and Chairperson of the Intergovernmental Committee of the Convention (2010). She was also a member of the negotiating team for the Croatian accession to the EU responsible for the fields of culture and education as well as information society and media.

Abstract	Starting point for the discussion is the acknowledgment of the contribution of culture and creativity to sustainable development. Although it has been confirmed by political declarations and policy instruments at national and international levels, the imagined goals have not yet been achieved. This presentation aims to look at some key principles agreed upon in the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Ten years after the adoption of the Convention it is still necessary to discuss how can it become an important tool for assisting public and private actors in implementing policies and measures aimed at nurturing creativity at national levels as well as promoting international exchanges in order to achieve more balanced exchanges of cultural expressions.

Thursday 2 October 2014

Parallel Thematic Panel 2 - Cultural Industries, Employment and Growth

Regardless the economic context, the cultural sector has demonstrated its capacity to effectively drive economic development and create employment.

Investing in the dynamic cultural and creative sectors can help to revitalize local economies in areas that are rich in cultural heritage and that have the potential for vibrant creative industries. Besides heritage tourism, cities may have thriving art and cultural institutions such as museums, the performing arts, and cultural festivals that tap directly into local resources and employ a variety of creative professionals. They can provide opportunities for employment and entrepreneurship in areas that build on existing skills and knowledge. In particular, the cultural and creative industries can offer greater opportunities for livelihood generation among women and marginalized groups, including in crafts or the performing arts.

This potential was highlighted in the Special edition of the United Nations Creative Economy Report, fruit of a partnership between UNESCO and UNDP. This Report focuses on the creative economy at the local level in developing countries. It confirms that all over the world, the creative economy is a motor for economic growth, social inclusion and provides employment and income, while at the same time supporting creativity.

This session will examine the state and future related avenues to achieve sustainable and inclusive economic growth in the cultural sector.

In view of the above, the following questions will be addressed by the panel:

- How does culture contribute to sustainable economic growth and jobs creation?
- How can the Private Sector boost the Culture Sector and vice-versa?

Moderator: **Ana Carla Fonseca** (Brazil), Director-General, Garimpo de Soluções

Rapporteur: **Giovanna Segre** (Italy), Professor of Economics of Culture, University of Venice

Panelists: **Xavier Greffe** (France), Professor of Economics, University of Paris La Sorbonne

Olga Kizina (Russian Federation), Director, Creative Industries Agency

Yeshi Lhamo (China), Director, Department of International Studies, Research Center for Cultural Policies

Marco Tognetti (Italy), Area Manager Strategy and Management, LAMA Development and Cooperation Agency

Lloyd Stanbury (Jamaica), Expert in creative industries development

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ANA CARLA FONSECA
Director-General
Garimpo de Soluções

MODERATOR
Cultural Industries, Employment and Growth

Biography	Dr. Ana Carla Fonseca is an international consultant, speaker and advisor on the creative economy, culture, cities, business and development. Public Manager from Fundação Getulio Vargas; Economist; holding a Master in Management and a PhD in Urban Studies from the University of São Paulo. A professor and coordinator of courses in Brazil, Argentina and Spain. She led innovation projects for multinationals for 15 years, in Latin America and Europe. She set up in 2003 Garimpo de Soluções, a pioneering company in creative economy and cities; is a speaker in 5 languages and 29 countries, and an advisor to the UN. Carla wrote and/or organised leading-edge books, such as *Economia da Cultura e Desenvolvimento Sustentável* (Economics of Culture and Sustainable Development - Jabuti Prize 2007, the most important book award in Brazil), *Creative Economy as a Development Strategy* and *Creative City Perspectives*. She designed and implemented impactful projects, e.g. Creaticities and Sampa CriAtiva. She is a curator of international congresses, a member of the Association for Cultural Economics International, UNESCO Pool of Experts on Public Policies and Repensadores and a board member of *Página 22*, Virada Sustentável, New Ventures Brazil, Minha Sampa, Brazil-Turkey Cultural Center and Creative Industries Development Agency (England). She won Claudia Award 2013 (the biggest women's award in Latin America), in the Business category and was appointed by El País leading Spanish-speaking newspaper one of the eight Brazilian personalities who impress the world. Videos: http://vimeo.com/anacarlafonseca

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GIOVANNA SEGRE
Professor of Economics of Culture
University of Venice

RAPPORTEUR
Cultural Industries, Employment and Growth

Biography	Giovanna Segre holds a Doctoral Degree in "European Economic Studies" from the University of Turin and is Associate Professor of Political Economy at the Iuav University of Venice, where she teaches Economics of Culture. She is the Co-director of the Master in "*World Heritage and Cultural Projects for Development*", jointly organized by the University of Turin, the Polytechnic University of Turin, the International Training Centre of the ILO, and the UNESCO World Heritage. She is member of the Scientific Committee and area Director of the Master in "*World Natural Heritage Management*" organized by TSM-Trentino School of Management and Step-Landscape and Environment School of Government. She is the Scientific Director of CSS-EBLA (Santagata International Center for Research on the Economics of Culture, Institutions, and Creativity). She wrote extensively on welfare economics and cultural economics in national and international scientific journals, books and newspapers.

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XAVIER GREFFE
Professor of Economics
University of Paris I Panthéon-Sorbonne

PANELIST
Cultural Industries, Employment and Growth

The dynamics of cultural employment

Biography	Xavier Greffe is a professor at the University of Paris I Panthéon-Sorbonne, where he directs the doctoral economics of the arts and media program; an Associate Professor at the University of Tokyo (Graduate Research Institute for Policy Studies) where he teaches heritage and cultural landscapes economy, he is also Chairman of the National Commission of artistic work of the National Council of the Spectacle. After studying at the universities of Paris and Los Angeles (UCLA), he successively taught at the Universities of Paris North, Algiers and Paris I where served between 1985 and 1994, he held the responsibility of departments of Education Labor and Employment. In addition, he was dean of the academies Orleans Tours and Poitiers. His most recently published books are: *CultureWeb* (co-editor with Nathalie Sonnac, 2008, Dalloz), Managing Creative Enterprises (WTO-WIPO, Genève, 2008), *Artistes et marchés* (La documentation française, 2007, Prix de l'Académie des sciences morales et politiques) ; Économie globale (with Mathilde Maurel, Dalloz, 2009) ; *La politique culturelle de la France* (with Sylvie Pflieger, La documentation française, 2010) ; *L'artiste-entreprise* (Dalloz, 2012), *Les mises en scène du patrimoine culturel : la trace et le rhizome* (Presses Universitaires du Québec, 2014)

Abstract	Cultural employment is now expected to be a significant economic potential, both because it compensates for the decline of traditional industries and because in times of crisis it can act as a lever for creativity. These two mechanisms are yet far from playing spontaneously and escape the difficulties encountered by other styles of jobs. Based on statistical work on recent years of the European economies, we show how these dynamics of cultural employment are only partially verified and under what conditions they can strengthen and ensure the development of cultural activities resulting effectively by employment growth. If the compensation of jobs in declining sectors is realized significantly, statistics do not reflect in any way an anti-crisis role of cultural employment. Probably the best way to consolidate these jobs is looking into a better sustainability of cultural enterprises, which requires a different credit management, networking and recognition mechanisms of their heritage.

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OLGA KIZINA
Director
Creative Industries Agency, Moscow

PANELIST
Cultural Industries, Employment and Growth

Creative Moscow: New Formats of Work With Creative Entrepreneurs

Biography	Specialist in cultural science, Master of Arts in Cultural Management of the University of Manchester. Director of the Creative Industries Agency, Deputy Head of the Moscow Agency for Development of Territories. Curator and co-organizer of the all-Russian distance education program School for Creative Entrepreneurs. Organizer of Creative Business Cup competition in Russia. Lecturer and leader of the seminars on creative economy and creative entrepreneurship. Author of publications on creative cities and cultural management. Organizer and participant of international conferences, cultural and educational projects on creative industries and creative economy, such as Summer Schools on creative industries supported by Oxford Russia Fund.
Abstract	Creative entrepreneurship is entrepreneurial activity in the field of creative industries. A creative entrepreneur aims to build and use creative and intellectual capital, and this often implies some social effect. Current creative entrepreneurship in Moscow's cultural policy are considered an important resource for territorial development, which: • Enhance the city's competitiveness in the global innovative products market; • Contribute to finding resources for the development of the economic and social potential of the territories; • Contribute to increasing the quality of human life and the quality of a city's innovation environment; • Create new jobs in the sphere of small- and medium-sized entrepreneurship, and help young creative people realize

	their potential; • Play a vital role in the saturation of socio-cultural and leisure spheres of city life; • Offer modern competitive content for cultural institutions and public urban spaces; • Attract the creative class. Moscow is experiencing an acute shortage of public spaces and areas for creative and intellectual leisure activities. The city's remote areas are not covered by any kind of cultural offerings since these are mostly concentrated in the center. One of the priority areas of Moscow's cultural policy is the transformation of traditional culture institutions into modern multifunctional cultural centers. Problems being faced by these new cultural centers include changing their audiences, harmonizing relations with the local community, creating a comfortable creative and intellectual environment including in problem areas and so on. The development of Moscow as a global city, as a center of innovation, creativity and modern lifestyles, is only possible with the development of modern management mechanisms to support significant cultural projects and institutions and creative entrepreneurs. The trend is that public funding resources for Moscow's cultural institutions should be aimed at supporting contemporary cultural projects and the inclusion of new people in cultural processes.

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YESHI LHAMO
Director of the Department of International Studies
Research Centre for Cultural Studies, Chinese Academy of Social Sciences

PANELIST
Cultural Industries, Employment and Growth

Transformation of Creative Economy in China

Biography	Dr. Na Yi (Yeshi Lhamo), Chinese, is currently the director of the Department of International Research, Research Center for Cultural Policies in Chinese Academy of Social Sciences. She is appointed a specialist in China-Canada minority cultural heritage protection project. Dr. Na Yi focuses in the Creative Industries Studies, Cultural Policy Studies and Tibetan Art History. She translated the *Creative Economy Report 2013 (Special Edition)* into Chinese. The book publications of Na YI include *Phase intuitive Creator - Tibetan Thangka Art in the Context of Cultural Studies, Love in Shambhala – Exploration of Cultural Creative Industries Development in Ethnic Areas, Tibet Medicine Thangka, Humanistic Olympics* (co-author), *Olympic Culture Guide* (Associate Editor), and *Olympic for College Students* (Associate Editor). She has also published more than 50 papers in these areas. Dr. Na Yi was the Secretary-General of the Preparatory Committee of "World Cultural Diversity Forum" and the Deputy Secretary-General of Organizing Committee of "International Cultural Industry Forum". She launched U40 Cultural Industry Summer Workshop in China. Dr. Na Yi holds a PhD of Literature. She completed her bachelor, master and PhD all in the Faculty of Liberal Arts, Renmin University of China. She did her postdoc in Institute of Philosophy in Chinese Academy of Social Sciences. As a visiting scholar, she visited University of British Columbia (Canada), Simon Fraser University (Canada), and University of Bonn (Germany).

Abstract	In 2005, we hosted the 1st International Creative Industries Conference. The slogan was "From Made in China to Create in China". However, this moment actually comes after 10 years. Today, exponential growth of digital and Internet technologies bring us a completely different environment compared to the past 20 years. In this context, a comprehensive upgrading and transformation of China's cultural and creative industries is drastically undergoing. The Chinese government no long stares at the GDP data. Due to the increasing cost of labor, the traditional labor-intensive industries have encountered unprecedented challenges; meanwhile, owing to growth of creative talents, from imitation to independent development, China cultural and creative industry has evolved a diversified and upgraded development mode with considerable independent intellectual property. Internet is one of the most typical industries, which has all the important features of China's culture and creative industry: more attention on the world's largest market; from imitation to localization; full fusion of cultural and finance. Like Ali Baba and Wanda, China's cultural and creative enterprises are gradually emerging on the world horizon. "Widening local development pathways" is the theme of UN's *Creative Economy Report 2013 (Special Edition)*. It is also the ultimate choice of 15-year development of China's cultural industries. Recently, the Chinese government has introduced a series of new policy for the culture industries, which tells the development trend of China's culture and creative industries: break the single-development mode and encourage regions to choose proper development modes fitting their own local culture and economic level; break industrial monopoly and encourage innovation in different sectors.

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MARCO TOGNETTI
Area Manager Strategy and Management
LAMA Development and Cooperation Agency

PANELIST
Cultural Industries, Employment and Growth

Creative Industries leading the growth: shifting from a cost-saving paradigm to a social added value paradigm

Biography	Marco Tognetti holds an MSc in Advanced Development Economics. He is founder of LAMA where he is Area Manager of Strategy & Management. He is co-founder of the research lab ARCO, joint research platform created by LAMA and the University of Florence (PIN Centre, Prato), for which he worked as M&E consultant, researcher and trainer. He carried out external Evaluations, Feasibility studies and consultancies in Ghana, Malawi, Cameroon, Senegal, India and China. He is Director of Project Management of the Yunus Social Business Centre – University of Florence, member of international network on social innovation such as Euclid Network and Impact HUB Network for which he frequently participate as speaker in international conferences on social innovation in different fields (environment, cultural and creative industries, web, health, finance). He is co-founder of Impact HUB Firenze where provides consultancies on Business Model evolution, Business Planning, Company Organizational Processes. Marco is member of the expert group on Social Innovation and Social Enterprise of the Italian Ministry of Labour (DG Third Sector). With LAMA he participated to the creation of the Italian Creative Network (ICN), an enterprise network set up to lead processes of internationalization of cultural and creative industries in China. The headquarters of the ICN are based in the Municipality of Shanghai's Creative Industries Incubator.

Abstract	In the past 40 years Universities, International Consulting Firms, Media and Governments found the vision on the economic system on two aspects: - a linear economic growth, where ethical values may be at least constraints to the expansion of the economic opportunities; - a "management style" based, consequently, on the concept of saving costs, reduce the expences and maximize the returns. Due to that we assisted to the widespread of what we can call "predatory economics". Fast capitalism, toxic financial titles, better fiscal condition to profits than salaries are some of the indicators. In this context cultural and creative industries survived among difficulties, often at the border between market and non profit. The world of the XXI century present features that are deeply call into question this approach. First: West economies can't compete in terms of lower costs with the emerging markets (India, China, Brasil, etc.). Second: our internal demand is no more asking for a generic goods and services availability. We ask for quality. Third: despite of a slowing down of Western GDPs' growth rates we are still substantially rich, so we are in the condition to cut unnecessary, redundant expenses, sometimes even with some renounces, without at the end assist to a dramatic steep fall on our life style. The key for the competitiveness of mature economies is, in the view descripted, to focus on added value production. Design, life quality, wellness, culture, arts and creativeness in general are the immaterial most requested goods of our time. It's not a matter of a separate sector. It's a way of thinking, hybriding already existing businesses as fostering new startups.

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LLOYD STANBURY
Expert in creative industries development

PANELIST
Cultural Industries, Employment and Growth

Technology and the future of music business in African and Caribbean countries

Biography	Lloyd Stanbury is a Jamaican music industry professional with wide ranging international experience. His expertise includes the practice of entertainment law, artist management, music production, event promotion, research, creative industries policy development, and lecturing. He started his journey in the business of music in 1983 as a concert promoter in Jamaica, and was instrumental in the establishment of the world's first all Reggae radio station IRIE FM in 1990. He has organized many music events internationally, and was chairman for 4 years of the Caribbean Music Expo convention and trade fair. As a consultant he has conducted research and rendered music business training services in collaboration with entities, such as the Government of Jamaica, the Secretariat of the Caribbean Common Market (CARICOM), UNCTAD, UNESCO, the Organization of American States (OAS), the World Intellectual Property Organization (WIPO), and Culture et Developpement, including direct interface with Departments of Culture, musicians and music associations in Africa and the Caribbean. He has also been a participant in international music business conventions such as MIDEM in Cannes, WOMEX in Rotterdam, A&R Worldwide in Los Angeles, the New Music Seminar in New York City and South By Southwest in Austin, Texas. Stanbury was very instrumental in the establishment of music associations and copyright collection societies in Jamaica, including the songwriters collections agency Jamaica Association of Composers Authors and Publishers (JACAP), the music producers collections agency Jamaica Music Society (JAMMS), and the Recording Industry Association of Jamaica (RIAJam). He served as a member of the RIAJam board of directors from 2003 to 2009, and is a past president of the Jamaica Arts Development Foundation. He was also an affiliate member of the USA based Association of Arts Administration Educators, and has lectured in law and entertainment management at the University of Technology and the Institute of Management and Production in Jamaica. In 2011 he was selected by UNESCO as a member of its Pool of Experts in the area of culture and governance for developing countries (Project UNESCO/European Union).

Abstract	Rapid changes and innovation in digital multimedia, the Internet and mobile communication technologies have had an unprecedented impact on production, promotion and distribution of creative content. The dynamics of this new world of content production and distribution dictates that emphasis must be placed on access to technology and training to enable practitioners in the music and cultural festivals sectors to effectively compete globally. The advents of the Internet and the social media explosion have also made it easier for small creative operators in developing countries to reach to potential consumers beyond their geographic boundaries. African and Caribbean countries have demonstrated that they possess the cultural heritage, and talent necessary to successfully compete globally in the music and cultural festivals industries. Music and cultural festivals also facilitate the inclusion of a variety of talents in complementary creative disciplines such as the visual arts, dance, and theatre, which when combined with music, provide many opportunities for employment and entrepreneurship. The music and entertainment industries provide opportunities in excess of 100 distinct occupations and entrepreneurial endeavors, ranging from performers, artist managers, booking agents, designers, technical service providers, event promoters, to various types of writers and content creators. Cultural festival activities directly employ and impact tourism services such as hotels, air and ground transportation, and food and beverage providers, resulting in an expanded revenue generation effect. The United Nations Creative Economy Report speaks to the potential of developing countries to benefit from the creative economy as a motor for economic growth, social inclusion, employment and income generation. In order to optimize these opportunities and benefits in African and Caribbean countries, private sector/government partnerships and investments will be necessary to provide better production and presentation infrastructure, as well as access to, and training in the use of relevant technology.

Friday 3 October 2014

Plenary: Nurturing Culture for the Sustainable Development of Urban and Rural Areas

Culture acts as an enabler and a driver of sustainable development. It contributes towards building capabilities and agency and achieving transformative change. Indeed, sharing heritage and culture is a fundamental way to achieve peace and prospect. This requires vision, tools, resources, education, which is the basis for an establishment of a solid peace. Culturally sensitive approaches to development can help foster peace, and they can also help in enabling change by empowering the marginalized to participate in cultural and political life by strengthening their capacities, supporting cultural ventures, including them in national and local development programmes. Examples may include mainstreaming gender equality in national and local development policies, supporting cultural joint ventures run by women, and promoting a culturally-sensitive approach to health, by integrating cultural practices into health services.

The following questions will be addressed in the plenary:

- How can culture enable and drive change in societies?
- How can decision makers push for more culturally-sensitive approach to promoting inclusive, sustainable and equitable change in all areas of development?

Moderator: **Francesco Bandarin** (Italy), Special Advisor to the UNESCO Director-General

Keynote speeches: **Elizabeta Kanceska-Milevska**, Minister of Culture of the former Yugoslav Republic of Macedonia

Peter N. Ives (United States of America), Mayor of Santa Fe, UNESCO Creative City of Folk Arts, Crafts and Design

Jyoti Hosagrahar (India), UNESCO Chair at Srishti, India; Professor at Columbia University, Director of Sustainable Urbanism International

Mabel Causarano, Minister, Executive Secretary, National Secretary for Culture of Paraguay

Catarina Vaz Pinto (Portugal), Deputy Mayor on Culture of Lisbon, representative of Agenda 21 for Culture – United Cities and Local Governments (UCLG)

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FRANCESCO BANDARIN
Special Advisor to the UNESCO Director-General

MODERATOR
Plenary: Nurturing Culture for the Sustainable Development of Urban and Rural Areas

Biography	Francesco Bandarin is Special Advisor to the UNESCO Director-General and Professor of Urban Planning at the University IUAV of Venice. He served as Director of the UNESCO World Heritage Centre from 2000 to 2011 and as UNESCO Assistant Director-General for Culture from 2010 to 2014. He was trained as an Architect (Venice, 1975) and as an Urban Planner (UC Berkeley, 1977) and has pursued an academic career and a professional career as a consultant for international organizations in the field of urban conservation and development. He was Director of the Special Projects Office for the Safeguarding of Venice and its Lagoon, and Director of Special Programmes for the 2000 Jubilee Preparations in Rome. He has written numerous specialized publications and articles, and co-authored: *The Historic Urban Landscape: Managing in an Urban Century*, 2012 and *Reconnecting the City*, 2014, both published by Wiley-Blackwell, London.

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ELIZABETA KANCESKA-MILEVSKA
Minister of Culture
the Former Yugoslav Republic of Macedonia

KEYNOTE SPEAKER
Plenary: Nurturing Culture for the Sustainable Development of Urban and Rural Areas

Biography

1992 Employed in a private export – import company, in the economic and legal affairs department and as a manager

1993 BA in Sociology, Faculty of Philosophy (Department of Sociology), University "Ss. Cyril and Methodius" - Skopje

1998 Employed in the Ministry of Culture as Chief of Staff of the Minister of Culture, prof. Dimitar Dimitrov, PhD

1999 Appointed as Advisor to the Minister of Culture, Mr. Ljuben Paunovski

2000 Appointed as State Secretary in the Ministry of Culture

2002 Employed in the Civil Servants Agency as Head of the European Integration Department

2004 Employed in the Communication Center of the political party VMRO – DPMNE

2005 MSc European studies for integration and communications at the Faculty of Philosophy, University "Ss. Cyril and Methodius" – Skopje

2005 Employed in the European University of Skopje, elected as Assistant in the areas of Public Policy, Foreign Policy and Common Foreign and Security Policy (CFSP) of the European Union

2006 Appointed as State Secretary in the Ministry of Culture

2008 Appointed as Minister of Culture of the former Yugoslav Republic of Macedonia

2011 After the extraordinary parliamentarian elections she is re-appointed as a Minister of Culture in the Government of the former Yugoslav Republic of Macedonia

2012 She gets her Ph.D. at the Faculty of Philosophy, University "Ss. Cyril and Methodius" in Skopje, on the theme "European cultural model and cultural-integrative policy of the Republic of Macedonia".

2014 After the extraordinary parliamentarian elections, she is re-appointed as a Minister of Culture in the Government of the former Yugoslav Republic of Macedonia

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PETER N. IVES
Mayor Pro Tem of Santa Fe,
UNESCO Creative City of Folk Arts, Crafts and Design

KEYNOTE SPEAKER
Plenary: Nurturing Culture for the Sustainable Development of Urban and Rural Areas

Biography	Peter N. Ives was elected in 2012 and is serving his first term as City Councilor representing District 2. He serves on these boards and committees: • Mayor Pro Tem • Water Conservation Committee - Chair • City Business and Quality of Life Committee - Vice-Chair • Public Utilities Committee - Member Councilor Ives ran on a platform of supporting sustainability and recycling programs, encouraging public participation, and finding alternative solutions to common problems that affect neighborhoods such as traffic that is diverted through neighborhoods when a road is under construction. He is working to strengthen programs that encourage more tourism. The City Council's only attorney, Ives has been the Senior Counsel for the Trust for Public Lands (TPL) since 1998. He spent 15 years in private law practice prior to joining TPL. Ives serves on the boards of the New Mexico Activities Association Foundation, Diné People's Legal Services, and New Mexico Academy of Healing Arts. He serves as an officer of the Knights of Columbus for St. Francis Cathedral Council 1717. Councilor Ives has a bachelor's degree in philosophy from Harvard College and a law degree from Georgetown University. He is married to attorney Patricia Salazar-Ives. They have three grown children, Sarah, Carolyn, and Patrick.

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JYOTI HOSAGRAHAR
UNESCO Chair at Srishti, India
Professor at Columbia University
Director of Sustainable Urbanism International

KEYNOTE SPEAKER
Plenary: Nurturing Culture for the Sustainable Development of Urban and Rural Areas

Biography	Jyoti Hosagrahar holds the UNESCO Chair for Culture, Habitat, and Sustainable Development at Srishti School of Art, Design, and Technology, Bangalore. She is a professor at Columbia University, New York; Chair of the Ph.D. program at Srishti; and Founder-Director of Sustainable Urbanism International, an NGO in Bangalore, India, and a research unit at GSAPP, Columbia University. Architect, planner, and historian, she is engaged with planning, design, and policies on urban development, urban preservation and heritage management, and sustainability issues. Since 2011, Hosagrahar has served as an expert member of the national Advisory Committee for World Heritage Matters under the aegis of the Ministry of Culture, Government of India. In that capacity she served on the Working Group for revising India's Tentative List during 2011-2012. She serves on the Executive Committee of ICOMOS India and is the Coordinator of the ICOMOS National Scientific Committee on the Theory and Philosophy of Conservation and Restoration and is on the Scientific Board of ICOMOS International Scientific Committee for the same. She serves as a technical expert for UNESCO on historic cities, culture and development, and urban sustainability. For 6 years she has been on the working group for development of the UNESCO Recommendation on Historic Urban Landscapes. She is also on the UNESCO Expert Group for World Heritage and Sustainable Development. Hosagrahar is the author of Indigenous Modernities: Negotiating Architecture and Urbanism (Architext Series, Routledge, 2005) awarded a 2006 book prize by the International Planning History Society. She is co-author (with Francesco Bandarin) of the award-winning article "Why Development Needs Culture," in the Journal of Cultural Heritage Management and Sustainable Development (2011). She is currently a member of the Panel for Sustainability with the Bureau of Indian Standards, and Karnataka's Tourism Vision Group. She serves on the editorial boards of City, Culture, and Society, Journal of Cultural Heritage Management and Sustainable Development, Journal of Planning History and Buildings and Landscapes, as well as on the board for the Society for American City and Regional Planning History. Hosagrahar serves as a visiting professor in the UNESCO Chair Program at the Politecnico di Milano, Italy. She is currently working on a book manuscript, Designing Change and Continuity: Cultural Resilience and Sustainability in Urban South Asia.

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MABEL CAUSARANO
Minister, Executive Secretary
National Secretary for Culture of Paraguay

KEYNOTE SPEAKER
Plenary: Nurturing Culture for the Sustainable Development of Urban and Rural Areas

Biography	Mabel Causarano is the Minister Executive-Secretary of Culture of Paraguay since August 2013. Causarano is an architect, professor and researcher. She specialized in the field of Urban and Spatial Planning and worked as a consultant for the Strengthening of Institutional Processes. She graduated from Dante Alighieri school. Having been awarded a scholarship to study in Italy, she obtained her PhD in Architecture in 1971, at the University of Rome, and she attended specialization courses in Milan. She returned to Paraguay in the late 70's after having lived in Italy for several years. In the 80's she entered the world of non-governmental organizations, after founding the organization Alter Vida with Jorge Abbate and Beatriz Chase in 1985. During the 80's she also developed a regional project on external debt with Tomas Palau's Base de Investigaciones Sociales (Base IS). She collaborated in the journals, "*Suplemento de la Construcción y el Urbanismo"* and "*Última Hora",* and worked as a professor at the Catholic University. In the early 90's she joined the company, Equipo Consultor para el Desarrollo (Ecodel). Between 1992 and 1999, she worked in civil organizations undertaking different projects. In the last decade, she was director of the Corporation for the Sustainable Development of the Greater Area of Asunción (REMA), developing projects focusing on strategies and actions. During Ticio Escobar's administration, who was in charge of the SNC (2008-2012), she held the position of general coordinator of the programme "Ciudadela Cultural de Asunción".

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CATARINA VAZ PINTO
Deputy Mayor on Culture of Lisbon
Representative of Agenda 21 for Culture – United Cities and Local Governments (UCLG)

KEYNOTE SPEAKER
Plenary: Nurturing Culture for the Sustainable Development of Urban and Rural Areas

Biography	Graduated in Law by Universidade Católica Portuguesa (Portuguese Catholic University), Lisbon Post-Graduation in European Studies, College of Europe, Bruges. Culture Councillor, Lisbon City Council (since November 2009). Cultural Manager. Independent Consultant in the areas of policies and cultural development, cultural and artistic training (2005-2009). Executive Manager of the Gulbenkian Creativity and Artistic Creation Program / Calouste Gulbenkian Foundation (2003 – 2007). Consultant for Quaternaire Portugal SA, for the area of projects and cultural policies (2001-2005). Executive Manager and teacher: Post-Graduation in "Cities Cultural Management" - Institute for the Development of Business Management – INDEG/ISCTE (2001-2004). State Secretary for Culture (1997 – 2000). Assistant to the Minister of Culture (1995 – 1997). Co-Founder of the Cultural Dance Association "Forum Dança", of which she has been Executive Manager (1991 – 1995).

Friday 3 October 2014

Parallel Thematic Panel 3 - Innovation, Technology and Know-How for Sustainable Futures

Encouraging and fostering innovation has become an imperative of our times and prerequisite for maintaining competitiveness in a globalized world. Innovation, understood as imagination or invention, is a unique renewable resource that can lead not only to new products but also to new ways of life, new ways of organizing and perceiving our societies and environment. Increased consumption and the unsustainable use of scarce resources around the world necessitate innovative solutions that draw upon the imagination, technologies and know-how developed in different fields. The cultural sector innovates when it is inspired from and uses know-how found from other sectors. The interaction between the arts and culture with all areas of the economy has also proven to further enrich societies and open up development opportunities, making the local attractive globally. The know-how specific to these sectors constitutes rare and fragile skills – savoir faire - that must be developed and sustained. This is necessary to promote diversity and protect against standardization of cultural resources, including food. Tapping into diverse cultural assets, resources, know-how and skills, that effectively contribute to making globalisation a more positive force for all the world's peoples, of present and future generations, is among the challenges today. In this respect, it is necessary to create the conditions enabling creativity and innovation, notably through formal and informal education, professionalization, as well as guidance and support mechanisms. In this light, global network such as the UNESCO Cities of Gastronomy are recognized for undertaking tangible measures to promote its local food and culture in an integrated manner with innovation and technology.

In view of the above, the following questions will be addressed by the panel:

- How should transmission of know-how be integrated in specialized training and informal education?
- What measures can be taken to encourage the use and dissemination of new technologies for transmitting know-how?
- How to pass on to young people the links between know-how and innovation?
- What can we learn from assets, resources and skills of other sectors such as food to address sustainability challenges in the culture sector?

Moderator: **Paolo Galluzzi** (Italy), Director, Museum of Science History of Florence

Rapporteur: **Ritu Sethi** (India), Director, Craft Revival Trust

Panelists: **Maurizio Di Stefano** (Italy), President, ICOMOS Italy

Chen Jing (China), Secretary-General, World Crafts Council

Aizhan Bekkulova (Kazakhstan), Chairperson, Union of Artisans of Kazakhstan

Alice Perlini (Italy), Expert in the management of programmes of cooperation for development

Josh Nyapimbi (Zimbabwe), Executive Director of Nhimbe Trust

Yasmeen Lari (Pakistan), Chief Executive, Heritage Foundation of Pakistan

Vincenzo Russo (Italy), Associate Professor, Member of the Scientific Committee of the EXPO 2015

Tran Tuyet Lan (Vietnam), General Manager, Craft Link

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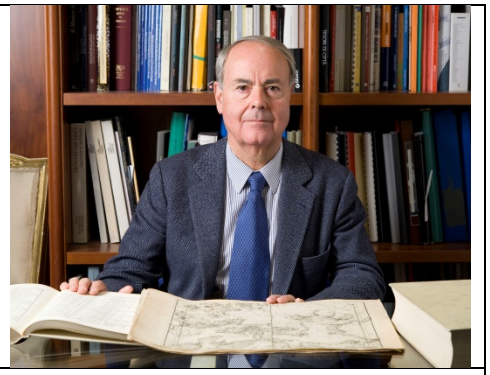
PAOLO GALLUZZI
Director
Museum of Science History of Florence

MODERATOR
Innovation, Technology and Know-How for Sustainable Futures



Biography	Paolo Galluzzi (born 1942, Florence) has been director of the Museo Galileo–Istituto e Museo di Storia della Scienza in Florence, Italy since 1982. He held the chair of History of Science at the University of Siena from 1979 to 1994, then at the University of Florence from 1994 to 2010. He was editor-in-chief of Nuncius, an international journal for the history of science, from 1991 until 2007. He presently sits on the scientific boards of important journals and cultural institutions in Italy and abroad. He was assigned chairman of the International Scientific Committee by the Nobel Foundation to create the Nobel Museum in Stockholm. He currently chairs the Advisory Boards of the National Edition of Leonardo da Vinci's Manuscripts and Drawings and of the Updates to the National Edition of Galileo Galilei's Work. He is a member of the Royal Swedish Academy of Sciences, the American Philosophical Society and the Accademia Nazionale dei Lincei. His research is focused on the following topics: Leonardo da Vinci, Renaissance scientists and engineers, Galileo and his School, European scientific academies, history of scientific instruments, museums and scientific collecting, historiography of science, and the history of scientific research in post-Unification Italy. He has also developed many plans for research organization and dissemination of scientific culture. He conceived a number of historical scientific exhibitions which have been displayed in Italy and abroad, as well as information systems and multimedia on the history of science and technology. He is the author of many works on the topics dealt with in his research. Among the most recently published books: *Tra atomi e indivisibili. La materia ambigua di Galileo* (Firenze, Olschki, 2011) and *«Libertà di filosofare in naturalibus». I mondi paralleli di Cesi e Galileo* (Roma, Accademia Nazionale dei Lincei, 2014). He was director of the Storia della Scienza published by Einaudi and of the "Biblioteca della Scienza Italiana" series. He also edited the catalogues of the exhibitions he conceived.

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RITU SETHI
Director
Craft Revival Trust

RAPPORTEUR
Innovation, Technology and Know-How for Sustainable Futures

Biography	Ritu Sethi is Chairperson of the Craft Revival Trust and Editor of the principal online encyclopaedia on the intangible cultural heritage of the arts, crafts, textiles and its practitioners in South Asia (www.AsiainCh.org ; www.craftrevival.org). She serves as a member on policy groups and in an advisory capacity on culture. She has chaired the UNESCO Consultative Body examining nominations to the ICH Urgent Safeguarding List. She serves on the advisory board of two UNESCO Category II centres -CRIHAP, China and IRCI, Japan. She is on the Advisory Board ICH to the Government of India. Ritu Sethi is committed to the cause of mainstreaming culture into sustainable development policy.

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MAURIZIO DI STEFANO
President of ICOMOS Italy

PANELIST
Innovation, Technology and Know-How for Sustainable Futures

Reflections on the opportunities and challenges which the cultural heritage represents for the sustainable futures

Biography

Maurizio Di Stefano Engineering, Architect specialized in Restoration of Monuments at the University Federico II of Naples, Professional of Great Renown (by Ministerial Decree 29/9/2005). Lecturer of the Faculty of Architecture of the Mediterranean University of Reggio Calabria of UNESCO World Heritage Sites.
President of ICOMOS - International Council on Monuments and Sites - Italian National Committee. President of "Company Campania Cultural Heritage SpA" SCABEC , controlled by Regione Campania (2014); President of Herculaneum Opportunities SpA, Agency for cultural tourism development of Herculaneum Municipality; founder of PTI Progetti Territoriali Integrati SpA General Consulting and Engineering Company; Chairman of the International Steering Committee of the BRAU2 (2011-2014); Chairman of Servizi Estero scarl and has also acted as a consultant in Italy and abroad, for studies and projects in Poland, China, Tunisia Algeria, the Lebanon, Argentina and the Caribbean, taking part in several overseas missions, also as Head of the Delegation. His business activity is explicated in several areas: from the economic and environmental planning to civil engineering and major infrastructure, from the architecture recovery and restoration of monuments to the assistance, coordination and management of major works, carrying more than 500 positions as a design and construction manager. Maurizio Di Stefano developed its training, collaborating with Universities and national and international research organizations. Expert Management Plan of world heritage sites, Naples – Drafting of the Management Plan of the UNESCO site "Historical Centre of Naples" (2012-2010); Cooperation to the drafting of the MANAGEMENT PLAN of the World Heritage Site "Archaeological Area of Pompei, Herculaneum, Torre Annunziata" (2011/2010); Salerno - Drafting of the Management Plan of the UNESCO site "Costiera Amalfitana" (2012-2010).

- Ministry of Heritage and Cultural Activities - Member of the Higher Council for Cultural Heritage and Landscape - January 17, 2006 Decree of the Minister for Arts and Cultural Affairs Department for Research, Innovation, Organization - Management General for General Affairs (2005-2007);
- Board of Directors (former member of the Presidential Committee) of the Italian-Arab Chamber of Commerce (1993 - 2013);
- Board of Directors Member of ESI Edizioni Scientifiche Italiane ancient publishing house.

Member of the Commission of external experts Roll CNR for the Board of Examiners for competitions of staff (2010- 2013);
- Coordinator of FP7-ICT Call 9, Challenge 8, Objective 8.2 - Robots for Exploration, Digital Preservation and Visualization of Archeological Sites ROVINA (2012-2015).

Abstract	Knowledge of innovative systems, technologies, know-how in the field of tangible and intangible cultural heritage, is one of the goals of the theoretical and applied research ICOMOS - International Council on Monuments ad Sites - accomplishes together with numerous partners beyond the limits of the specific knowledge of monumental urbanistic restoration, with the aim of improving human quality and conditions of life all over the world. The research of solutions for a sustainable development is based, therefore, on sharing the principle that culture, in its innumerable shapes (literature, music, dance, architecture, art and tradition), can be considered a humanity factor of aggregation, as remembered in the Frame Convention of the Council of Europe (FARO 2005) and the Declaration of Hangzhou of 17th May 2013. Innovative operational systems, technologies and know-how where culture represents itself in various forms, make applications useful and productive if preceded by the study of harmonious and organized management systems, consistent with the cultural values for which they were elaborated. We have enough innovative technologies and enough knowledge to be able to provide a positive and optimistic scenario to render "structural" specialized training at every level both educational and professional: from school education to high academic specialization, from craft apprenticeship to specialized applications for materials, from construction techniques to management systems, from cultural events to cultural services. A sector, that of cultural enterprises, never codified and standardized, often overlapped in its identification, therefore in its survey and statistics as well as in the difficult choice of indicators of measure. The need of a reorganization of the subject through a schematization of the different components of a "cultural economic sector", will allow training and dissemination of know-how in organic and network shape within the sectors of enterprise that form it. The above requests an hypothesis of "management models" different for each "sector/system" using techniques and know-how from other experiences as well. The debate on the choice of a "common umbrella" under which addressing development lines offered by culture, is a strongly useful theme: scientific research, tourism, environment, etc. A good practice on the theme of food and nutrition is given by the process of identification of the element of the Intangible Cultural Heritage of Humanity "Mediterranean Diet", answering to the question of how and when can we learn from the past and invest for the future to improve quality of life, life style, cultural identity of places.

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CHEN JING
Secretary-General of World Crafts Council,
Deputy Secretary-General of China Arts & Crafts Association

PANELIST
Innovation, Technology and Know-How for Sustainable Futures

Building the Platform to promote the rapid and healthy development of arts and crafts industry

Biography

Mrs. Chen Jing was born in February 1977.
Working Experience:
2002-2004 China National Arts and Crafts Group Corporation as Project Manager, in charge of national crafts exhibitions.
2008- Now Deputy Secretary General of China Arts & Crafts Association (CA&CA).
2013- Now, Secretary General of World Crafts Council
Main Achievements:

- From 2006 to 2010, participation in several CITIES annual meetings to introduce Chinese ivory carving and appeal on the international Elephant Conservation, reasonable and orderly use the remaining Ivory materials.
- In 2008, organizing 2008 WCC General Assembly in Hangzhou, China, with over 1,000 artisans and craftspeople from 48 countries participating in the event.
- From 2009 to 2011, China Arts and Crafts Association has successfully accomplished China Culture and Development Partnership Framework Output 2.3: Crafts, within which issued *Chinese Ethnic Minority Participatory Artisan Survey and Needs Assessment Report.*
- CA&CA also cooperated with UNESCO on AWARD of Excellence for Handicrafts Programme, which aims at improving crafts quality and promoting local crafts to the world.
- From 2009 to 2011, organized National Arts and Crafts Training Workshops with 26 workshops and 2,347 trainees graduating.
- From 2011-2012, organized Creativity Camp for Crafts in Suzhou Institute of Arts & Design
- Organizing two major annual national arts and crafts exhibitions in China, along with crafts competitions, craftsmen all over China are encouraged to bring their best products for exhibition.
- Since 2002, CA&CA started the special featured crafts area programme, 47 cities has been entitled, which helps them get recognized and promoted both nationally and internationally.
- Leading the crafts exchange program
- Establishing Nantong International Contemporary Crafts Biennale
- Establishing WCC Crafts City Network project
- Establishing WCC-APR Arts & Crafts Master Award project

Abstract	Crafts industry is a very important part of World Creativity Industry. Last year, China Arts & Crafts Industry has made GDP 276.5 billion USD. The export value reached 52.5 Billion USD, which is 9.4% in total value of export in 2013 in China. Founded in 1964, the essential beliefs of World Crafts Council is to promote solidarity and understanding among the peoples of the world, and offer them opportunities to find their destiny through their creative powers, to consistently strives to promote and preserve the arts and crafts of the world. WCC is now marching towards its golden anniversary. WCC has 5 regional branches, Asia Pacific Region, Latin American Region, North American Region, African Region and European Region, 99 member states. WCC has 6 flagship programs, Award of Excellence for Handicrafts project, which was originally funded by UNESCO, WCC Crafts City network project, WCC-APR Arts & Crafts Master Award project, Crafts Education Initiative, World Eco Fiber and Textile Arts (WEFT) exhibition, International Contemporary Crafts Biennale. The key issue for the craft industry development are: 1. The Government Support; 2. Copyright Protection; 3. The integration of traditional craftsmanship and new concepts, modern design, modern technology.

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AIZHAN BEKKULOVA
Chairperson
Union of Artisans of Kazakhstan

PANELIST
Innovation, Technology and Know-How for Sustainable Futures

Some approaches to promoting innovations in arts and crafts: experience of Kazakhstan

Biography	I have earned multiple undergraduate degrees, namely in economics, movie production, and arts and crafts. I worked as a movie producer for 10 years and that experience helped me to develop organizational, budgeting and financial skills. Later, studying at the Arts Academy and starting to weave Gobelin tapestry, felting, making ritual dolls took my expertise to next level. The invaluable experience I've gained over the years established my competence in judging art and craft works and consulting artisans in design. Apart from that I have 20 years' programming experience in revival and development of crafts in Central Asia. It all started in 1995. In the very beginning I was organizing craft fairs and shows in Almaty by gathering craftsmen from Central Asia region. It involved hard work from me as a volunteer. The main task was to create new market to sell crafts. In 1990s Kazakhstan faced the collapse of the Soviet Union and people were struggling to survive and find means to support life and sustain their families, no one really cared for craft works. It was one of the greatest challenges of crafts survival – to unite artisans from different countries, make craft fairs and shows successful and use them as means for cooperation and information exchange among craftsmen. Indeed, the hard work that was done in the past today brings results and success. Craftsmen become colleagues, friends, families and Central Asia developed into accustomed and home market. After a short break when I worked as an artist and organized my personal art exhibitions, I returned to crafts preservation and promotion activity. A new challenge that I had was to support craftsmen, promote and preserve cultural heritage in Kazakhstan as crafts in the country are facing the danger of disappearing. Today I am crafts industry expert and head of the Union of Artisans of Kazakhstan that has offices in 7 regions of Kazakhstan. Apart from that I actively do craft trainings, namely on felting, art-marketing, designing, etc. for artisans and unemployed women; write articles for newspapers and magazines in order to promote artisans and crafts; publish practical guides on felting, embroidery, etc.; on a yearly basis I make "Our Heritage" Festival of crafts and "Sheber" context[1] , organize exhibitions and craft trade fairs. As well I'm a member of the Expert Committee of the National Council created according to the Declaration on intangible cultural heritage, signed by the Government in 2012.

[1] "Sheber" means "craft" in Kazakh language.

Abstract	The Union of Artisans of Kazakhstan aims at preservation and development of the cultural heritage of Kazakhstan, promotion of traditional crafts and innovations in crafts, popularization of handicrafts, information and knowledge exchange with crafts organizations and unions around the world. Artisans, craftsmen, artists, designers, art historians, art experts, art critics, businessmen, enthusiasts are all involved in the activities of the Union. Innovations in modern arts, cinematography, fine arts, literature, theater, visual arts were welcomed and encouraged since Kazakhstan attained its independence in early 1990s. However crafts industry is not developed, institutionalized yet, but we are already observing changes towards its industrialization. Local artists and craftsmen started to take innovative approaches to art-making fairly recently, namely by using recycled materials, new technologies, experimenting with different materials and methods. The process was sparked by series of trainings and master-classes provided by leading experts and conducted within the Program of reviving and development of crafts in Kazakhstan. Today several approaches are used in order to popularize crafts and encourage innovations in arts and crafts: (1) crafts centers, innovations in arts centers, arts labs, artist residencies are opened, (2) non-profit display of art-objects in parks, malls and other most visited places is organized, (3) cultural-mass events, concerts, crafts festivals, craft trade shows are conducted, (4) trainings for school art and home economics teachers are provided, arts and crafts clubs are launched at schools, (5) innovations and creativity are enhanced and promoted through national crafts competition. It is worth noticing that producing innovations in Kazakhstan is not only a question of resource scarcity, but they also created due to limited funds of artists and artisans and lack of access to materials. For example, Kazakhstani jewelry makers traditionally used only silver, however experiencing limited access to the silver market, they started to apply non-traditional materials, namely brass, wood, bone, mother of pearl, walnut shell, canning lids, antique coins, leather, and other materials. Innovative approaches to jewelry making helped them to improve creative abilities and make unique jewelry. Artists as well apply recycled materials and waste to art-making, for example used tires, fragments of broken plates, glass bottles, old pieces of furniture, road signs, old aluminum pots, wood crates, felt scraps, and many other things.

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ALICE PERLINI
Expert in the management of
programmes of cooperation for development

PANELIST
Innovation, Technology and Know-How for Sustainable Futures

The "Feeding Knowledge Program" and the Best Sustainable Development Practices on Food Security of Expo Milano 2015

Biography	Since 2011, Expo 2015 Company, International Affairs Department, manager. In 2010, consultant for Expo 2015 Company. From 1997 until February 2009, Director General of the Istituto Agronomico per l'Oltremare (Agronomic Institute for Overseas of Florence) - Ministry of Foreign Affairs. During this mandate: President of the Italian Forum of Agricultural Research for Development (2004-2009) Representative for Italy, with powers from the Ministry of Foreign Affairs in Era-Ard (European research area – Agricultural research for development), an initiative of the European Commission Vice President of Ecart-Eeig (European consortium for agricultural research in the Tropics – European economic interest grouping) a Group of leading European institutes in agricultural research for development (2004-2009). Assistant to the Minister during the meetings of the European Ministers for Research and Education at Carnegie Group (2007-2009). Chief of delegation for the Ministry of Foreign Affairs within the framework of the Seventh Ratification of the Bilateral Agreement on technical-scientific collaboration between Italy and USA. State Department – Washington (2007) Scientific Committee member of the Orientation Committee for the Evaluation of Research of the Ministry of Education, University and Research for the three-year evaluation of the product selected by the different structures (University, Research Bodies and third parties).(2005-2007) Member of the Scientific Committee for the candidacy of Milano to Expo 2015 (2007-2008). From 1995 to 1997, director of agricultural and environmental programs in Egypt – Technical Unit of the Italian Embassy in Cairo. From 1987 to 1994, consultant for FAO and other International and National Agencies – Programs for Africa and Europe.

	From 1982 to 1986, officer in the Development Cooperation Department of Ministry of Foreign Affairs – Lead of the Italian initiative for Sahelian Countries.
Abstract	The 2015 Expo's theme "Feeding Knowledge, Energy for life" is a theme encompassing all the big and difficult issues that the world population is facing in our time: • Climate change • Natural resources management • Over population Rural-urban areas balance • Socio-economic conditions • Food security All these challenges cannot be faced individually by countries, only the sharing of knowledge, experiences and practices can facilitate innovative methodologies and solutions. Feeding Knowledge concept and strategy are inspired by this vision. European Commission recommendations, as in several framework programs, suggest to countries to provide themselves by instruments capable to facilitate dialogue and exchanges among member countries and with the third countries Feeding Knowledge Programme was conceived on those principles and on the concept that Italy is an European and Mediterranean Country. So FK is open to the world, but starts its action in the Mediterranean Region. Feeding Knowledge is the "Program for Cooperation on Research and Innovation on Food Security", building up the legacy of Expo Milano 2015.

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UNESCO World Forum on Culture & Cultural Industries

JOSH NYAPIMBI
Executive Director
Nhimbe Trust

PANELIST
Innovation, Technology and Know-How for Sustainable Futures

Cultural Industries and Technology: a Global South Perspective

Biography	Josh Nyapimbi is the executive director of Nhimbe Trust based in Bulawayo Zimbabwe. The mission of Nhimbe Trust is to advocate for public policies that recognise, enhance and foster the contribution that cultural industries make to the socio-economic development of Zimbabwe. Josh Nyapimbi is playing a key role in shaping the cultural landscape in Zimbabwe by supporting the parliamentary portfolio committee on education, sport, arts and culture; and the ministry of sport, arts and culture in the alignment of the cultural policy, and cultural legislation with the new constitution and international best practices. Josh Nyapimbi in actively involved within the African cultural industries through networks such as the Observatory of Cultural Policies in Africa and Arterial Network, which he was the country representative from 2010-2012. Josh sits on the boards of the Crisis in Zimbabwe Coalition, National Association of Non-governmental Organizations, and associated with the Zimbabwe Human Rights NGO Forum, Zimbabwe Lawyers for Human Rights, African Union's Cultural Leaders Forum. In 2012, Nyapimbi was Researcher for the Arterial Network's Art Watch Africa, a project aimed at monitoring the challenges and constraints on freedom of creative expression in all African countries, including the various forms of censorship that prevail in some countries. Moreover, through Nhimbe Trust and with the support of Africalia Belgium, he provides support to the Zimbabwe Theatre Association, and the Zimbabwe Festivals Network with institutional capacity strengthening.

Abstract	This presentation discusses how technological innovations could be harnessed for the advancement of the creative economy in the global south. In today's globalized world, cultural industries cannot afford to ignore the opportunities and challenges presented by emerging technologies. The nagging question from cultural industries of the south is how can the global economic drivers ensure equitable and inclusive globalization of the creative economy? Cultural industries of the north have much easier market penetration to the south due to their technological advances, yet cultural industries of the south have to contend with the cost of mobility and prohibitive visa regimes of potential markets of the north. Technological innovations continue to marginalise and make cultural industries of the south less competitive. It is of paramount importance for cultural industries of the south to develop and adopt strategies to increase local markets for sustainability. We need to consider cost-effective and accessible technology-based solutions to cultural industries' specific challenges of the south in its diversity of cultural expressions. Technologies need to be domesticated to mitigate the erosion of local traditions and culture by media of the north. If left solely to market forces, the cultural industries of many countries would be obliterated by the dominant US creative economy. An international instrument may be needed to allow a degree of protection to cultural industries, especially given the present economic downturn and security concerns of the north that have led to greater nationalism and less respect for cultural diversity. The vast economic and social potential of African cultural and creative resources has yet to bring about tangible improvement in the living standards of African artists and their communities. It is up to civil society to organise, to equip ourselves with the theoretical and critical discourse tools to engage in the debates around *Innovation, Technology and Know-How for Sustainable Futures,* to develop the vision, policy proposals and strategies to realise the essential aims of this dialogue we are having here.

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YASMEEN LARI
Chief Executive
Heritage Foundation of Pakistan

PANELIST
Innovation, Technology and Know-How for Sustainable Futures

Dissemination of Disaster Risk Reduction-Compliant Vernacular Methodologies Through Technology: Disaster Preparedness in Rural Pakistan

Biography	Yasmeen Lari is Pakistan's first woman architect. She graduated from Oxford School of Architecture (now Oxford Brookes University), U.K. in 1963, was elected Member of Royal Institute of British Architects (RIBA) in 1969 and retired from architectural practice in 2000. In 2006, in recognition of her services to the architectural profession and heritage conservation, she was awarded *Sitara-e-Imtiaz* (The Star of Distinction). In August 2014, *Hilal-i-Imtiaz* (The Crescent of Distinction) award was conferred on her by Government of Pakistan. Her architectural work is included in Phaidon Books UK (2013) publication devoted to the best examples of 20th century architecture. She is the recipient of UN Recognition Award 2002 for the promotion of culture and peace and her profile has been included among 60 Women from around the world who have contributed the most towards the objectives of UNESCO. She co-founded Heritage Foundation of Pakistan in 1980 with her husband, noted historian Suhail Zaheer Lari, for undertaking research and safeguarding Pakistan's cultural heritage. She has acted as UNESCO Islamabad consultant for several heritage projects and was UNESCO's National Advisor (2003-05) for stabilization of the endangered Shish Mahal ceiling, WHS Lahore Fort. Since Earthquake 2005, she has devised several programs for post–disaster communities: *Heritage and Tradition for Rehabilitation and Development*, *Build Back Safer with Vernacular Methodologies* (BBSVM), and Women centred *Community Based Disaster Risk Management* (CBDRM) that have formed the basis for the World's largest zero carbon footprint shelter program, as well as disaster-compliant low cost initiatives which have fostered pride and self-reliance among communities. By linking heritage with rehabilitation and development through green sustainable vernacular construction techniques and revitalization of craft skills, the programs have led to large-scale economic empowerment of women and economic regeneration within communities. She has authored and co-authored several books on cultural heritage of Pakistan.

Abstract	The paper presents the importance of the need to disseminate vernacular-based creativity and innovation in a globalized world, as being an essential component to address the issues of identity, pride, sustainability, income generation and climate change impact. Many technically improved vernacular traditions have been utilized by Heritage Foundation of Pakistan (HF) which provide low cost techniques to marginalized and disaster affected rural sections of society. These tools are designed to help them, particularly women, to rise above adversity by making cultural products that relate to their lifestyle and aspirations. The products are based on sustainable materials such as unfired clay that has long been used in all parts of Pakistan. The earthen products are stabilized with low-energy lime for weather resistance, which along with bamboo provide zero carbon footprint products. The program developed by HF encourages creative skills of women, who through the use of familiar clay, are able to craft products based on earthen walls e.g. shelters and eco-toilets as well as fuel efficient earthen stoves that are embellished with a frenzy of creativity demonstrating their pride and ownership. These products are being built in thousands as more and more communities adopt these methodologies as part of disaster preparedness. Since most marginalized communities are in a dispersed state and are also largely non-literate, with little connection or linkage with neigbouring villages, it is the use of technology that allows speedy dissemination and green skill training particularly to women and youth. Through an intensive methodology composed of modules and graphics, Barefoot Village Entrepreneurs (BVE) are being trained through computers and monitors installed in Disaster Risk Reduction Centres, which are powered by solar power. The tablets equip BVEs to impart training in safe vernacular shelters, eco=toilets with green roofs for vegetable farming, composting from human waste, herbal soap, raised bed farming with drip irrigation, earthen platforms for safety of water and grain, and hygienic fuel efficient stoves on raised earthen platforms.

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VINCENZO RUSSO
Associate Professor
IULM University, Milan

PANELIST
Innovation, Technology and Know-How for Sustainable Futures

The opportunities offered by Expo 2015 to promote the know-how for sustainable futures

Biography	Member of Scientific Committee for Expo 2015 Municipality of Milan; Associate Professor in Consumer Behavior, IULM University Milan – Faculty of Communication, Media and Advertising. Ph.D in Man and Environment University of Palermo University. Rector's Delegate for the Research Evaluation; Rector's Delegate for EXPO2015; Director of the Master in Food and Wine Communication - IULM University of Milan. Author of several papers and books about Consumer Behavior and Neuromarketing and the change management in the Not for Profit Organization and Social Communication. Paper in Food Quality and Preference; Journal of Global Information Management, in European Journal of Information Systems, in Food Quality and Preference, in Risorsa Uomo.
Abstract	Increased consumption and the unsustainable use of scarce resources around the world necessitate a innovative solutions, a specific education and a deep knowledge of the problems. During the EXPO 2015 it will be possible to have a great experience about the innovative solutions in the area of food consumption, nutrition and production in order to discuss the sustainable problem in the world. Expo Milano 2015 intends to address the complex theme of nutrition from an environmental, historical, cultural, anthropological, medical, technical, scientific and economic point of view. The idea is to open up a dialogue between international players to exchange views on these major challenges. All visitors will experience a unique journey that looks at the complex theme of nutrition. They will have the possibility to take a trip around the world, sampling the food and traditions of people from all over the globe. Expo 2015 will be the first Exposition in history to be remembered not only for its products but also for its contribution towards education on food and the planet's precious resources. The aim of this great opportunity of discussion is not to provide only one-way solutions but to pose questions and offer visitors the tools for finding their own answers about also the role of Innovation, understood as imagination or invention, as a unique renewable resource that can lead not only to new products but also to new ways of life, new ways of organizing and perceiving our societies and environment.. during the discussion will be presented the main opportunities offered by Expo in close connection with the objectives of education and awareness of UNESCO and will discuss the opportunity to contribute to the debate about the problems of sustainability and the contribution that the Expo will offer to innovation, promoting a lifestyle and wellness.

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TRAN TUYET LAN
General Manager
Craft Link

PANELIST
Innovation, Technology and Know-How for Sustainable Futures

How Innovation, Technology and Know-How can help with Sustainable futures in the Handicraft sector

Biography	Tran Tuyet Lan has been General-Manager of Craft Link since 1997 and is responsible for the NGO's daily management and operations. Craft Link projects help ethnic minority groups and traditional craft producers to revive their cultures and to gain income through handicraft production, enabling them to manage their activities themselves and enhancing sustainable development.

Friday 3 October 2014

Parallel Thematic Panel 4 - The Power of Culture for Inclusive Societies

The issue of socially inclusive development is an area where the need for culturally-sensitive policies is widely acknowledged. People are able to define themselves in society and more fully realize their aspirations when respect for cultural diversity is guaranteed. Of particular significance in this regard is the role that culture plays in enlarging people's capabilities to "lead the lives they have reason to value" through full participation in cultural life and access to cultural assets and resources in all their diversity.

In particular, the recognition of and respect for cultural diversity is fundamental to fostering social inclusion, ensuring peace and preventing tensions and conflicts between communities emerging from situations of exclusion and discrimination, and ultimately to fostering stability.

Promoting cultural diversity in national and international policies fosters social inclusion and equity. Culture-aware and culture-sensitive policies and operations are likely to yield equitable outcomes and inclusiveness. Culture-led projects have proven their effectiveness in addressing violence, especially among the youth.

In view of the above, the following questions will be addressed by the panel:

- What culture-led policies can enable and drive social cohesion and inclusion?
- How can the impact and effectiveness of these policies be measured?
- Can the social agenda be successful without a central role for culture?

Moderator: **Carlos Javier Villaseñor Anaya** (Mexico), President, Cultural Interactivity and Development

Rapporteur: **Jenny Fatou Mbaye** (Senegal), Postdoctoral Fellow - African Urban Cultural Economy, African Centre for Cities, University of Cape Town

Panelists: **Yordanka Fandakova** (Bulgaria), Mayor of Sofia

Elsebeth Krogh (Denmark), Director, Danish Centre for Culture and Development

Faumuina Felolini Tafuna'i (Samoa), Media Specialist, Women in Business Development Inc.

Stefano Boeri (Italy), Architect

Christiaan De Beukelaer (Belgium), PHD Candidate and Teaching Assistant, University of Leeds

Carol Lawes (Jamaica), Expert in Cultural Policies

Frédéric Jacquemin (Belgium), Director, Africalia

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CARLOS VILLASENOR ANAYA
President
Cultural Interactivity and Development

MODERATOR
The Power of Culture for Inclusive Societies

Biography	International consultant into cultural based development policies, with wide expertise in the 2003 (Intangible Heritage) and 2005 (Diversity of Cultural Expressions) UNESCO Conventions. He is President of Cultural Interactivity and Development (UNESCO accredited ONG), member of the Cultural Economy Network and the UNESCO/UE Pool of Experts in the field of cultural policy and governance. For almost 20 years he has worked in Mexico and Latin America, into the design, implementation and evaluation of cultural policies through programs oriented to strengthen social cohesion and cultural inclusion, in order to achieve a more equitable participation in knowledge societies. As an international consultant he has worked in Argentina, Brazil, Colombia, Chile, Costa Rica, Ecuador, Panamá, Spain, and Uruguay. In May 2013 he was invited by UNESCO to the International Congress of High Level on Hangzhou, China, as a speaker in the panel "Culture: a driver and enabler of social cohesion". Other outstanding activities include: participation into the design of the Ten Year Development Plan of Medellin, Colombia (2012); member the National Commission on Intangible Cultural Heritage of Mexico (2010-2013); member of the External Board of Movable Cultural Heritage of Mexico (2009-2011); counsel to the Chair of the Culture Committee of the Federal House of Representatives (2006-2010); Technical Secretary of the Culture Committee of the National Conference of Governors of Mexico (2004-2006) and Director of Tlaxcala Cultural Institute (2004-2005).

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JENNY FATOU MBAYE
Postdoctoral Fellow
African Centre for Cities, University of Cape Town

RAPPORTEUR
The Power of Culture for Inclusive Societies

Biography	Jenny Mbaye is a postdoctoral research fellow at the African Centre for Cities (ACC) of the University of Cape Town (UCT). She's interested in urban popular cultures, and has researched on the music economy in relation to entrepreneurship, development and social transformation in Francophone West Africa. Her work generally focuses on cultural labour and creative production processes, as well as the work and policy practices of urban creativity in African contexts. She has a PhD in Human Geography, specialised in urban cultural economy (LSE, 2011), a Graduate Diploma in Management of Cultural Organisations (HEC-Montreal, 2006), an MSc in International Studies specialised in Ethnomusicology (University of Montreal, 2005), and a BA in Sociology (Concordia University, 2003). She has worked in cultural and media organisations in Senegal and Burkina Faso, and as an academic researcher in Canada, the U.K. and South Africa. She is a research and policy consultant (UNDP/UNESCO Creative Economy Report 2013, Praia Declaration, Foundation Lettera27, Fitzcarraldo), and the recipient of the 2013 Ray Pahl Postdoctoral Fellowship in Urban Studies. She is a member of UNESCO's pool of specialists for the 2005 Convention in Francophone Africa, as well as an external evaluator for its Creative Cities Network; she is also a member of the Arterial Network Cultural Policy Task Group.

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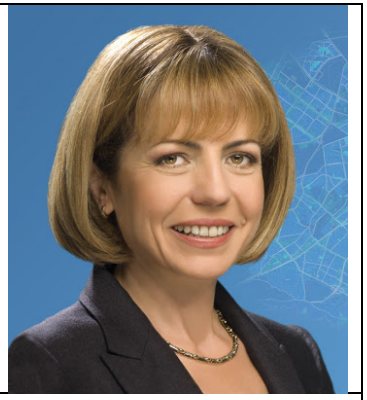
YORDANKA FANDAKOVA
Mayor of Sofia

PANELIST
The Power of Culture for Inclusive Societies

The Power of Culture for an Inclusive Society



Biography	Yordanka Fandakova was born on April 12, 1962 in Samokov. She is a pupil of the 35th Russian Language School - Sofia, graduated from Sofia University "Sv. Kliment Ohridski" - specialty Russian philology. Her working career began as a teacher in the secondary school with teaching foreign languages "Vladislav Gramatik "" in Sofia and since 1998 was the Director of the school. In 2005 was appointed Deputy Mayor of Sofia in charge of "Culture, education, sport and prevention of addictions." Additional Qualifications: Business - Administration II-nd class qualification; Correspondence course in Institute "Pushkin" in Moscow (2 years.); Director-trainer on the Program of Education of the Ministry of education and the French Cultural Institute (3 yr.); Education Management Project of the Ministry of Education, the Goethe - Institute and Kulturkom tact - Austria (2 years old. Still in progress). Her husband Yuri is a pediatrician, she has one daughter. In the parliamentary elections for 41 National Assembly produced on July 5, 2009, was elected a member of the National Assembly from GERB in Sofia. In the same year she became Minister of Education and Science in the government of Boyko Borisov. On November 15, 2009 Yordanka Fandakova was elected mayor of Sofia. In September 2011 Fandakova supported by GERB, ran for a second term. Won the mayoral seat in the first round - on October 23, 2011.

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FAUMUINA FELOLINI TAFUNA'I
Media Specialist
Woman in Business Development Inc.

PANELIST
The Power of Culture for Inclusive Societies

Navigating culture with a values-weighted compass

Biography	Faumuina Felolini Tafuna'i is the media specialist for Women in Business Development Inc, an organization dedicated to strengthening village economies in Samoa in ways that honor indigenous customs, use traditional and modern technology, and promote fair trade. Faumuina has more than 20 years experience in the media and communications industry. In 2013, she collaborated as the cultural editor with author Robert Oliver to produce the highly acclaimed cookbook Me'ai Samoa: Recipes from the heart of Polynesia. In 2012, she won the Pacific award, followed by the African/Caribbean/Pacific award for best agricultural journalist.
Abstract	Working in Samoa means working within the culture of close interconnected families and communities, Christianity and, unfortunately, a dependence on monies from overseas families as a result of a poorly developed agriculture sector. Women in Business Development Inc take a values-led approach to its work. These values are: a Samoan model of development must take into account Samoa values, tradition and culture; sustainable change occurs slowly and requires a long-term commitment; the most vulnerable people in Samoa need to develop sources of income to increase self-reliance and independence; Samoa development requires networking with communities, government and other organisations in Samoa, throughout the Pacific and internationally. This way, guided by these values, we will make the right decisions to achieve our vision: that vulnerable Samoan families will take control of their economic and social development through enhanced entrepreneurial activity that contributes Samoa becoming a fully independent nation, resilient to natural disasters and external shocks. For Samoa, with its homogenous culture, it is a country that can, when it chooses to, move with grace and unity. The challenge for Women in Business Development Inc is how to activate culture to promote positive social change.

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ELSEBETH KROGH
Director
Danish Centre for Culture and Development

PANELIST
The Power of Culture for Inclusive Societies

Bridging gaps: Culture as a basic catalyst for fostering peace and inclusive economic growth

Biography	Elsebeth Krogh is the CEO of the Centre for Culture and Development since August 2012. She has more than 25 years of experience in the field of international development and humanitarian assistance and holds an Executive Master of Business Administration from the Scandinavian International Management Institute and a Master of Science in Economic Geography from the University of Copenhagen. Elsebeth Krogh has lived in India, Zimbabwe and South Africa. CKU is a self-governing institution under the Danish Ministry of Foreign Affairs. CKU implements the Danish strategy for culture and development, 'The Right to Art and Culture', approved by the Danish Parliament in May 2013. In close cooperation with Danish embassies and representations, CKU manages culture and development programs in four regions: Middle East, Asia, West Africa, and East Africa. In Denmark, CKU promotes global education presenting artists from all over the world, who facilitate workshops about art, culture and creativity for Danish students. The Images Festival is the largest event in Denmark for contemporary art from developing countries and has existed since 1991. The CKU Arts Fund contributes to a more vivid and diverse Danish art scene when art and artists are presented in Denmark.

Abstract	Since the Danish strategy for Culture and Development 'The Right to Art and Culture' was approved by the Danish Parliament in 2013, CKU has been implementing the strategy in new culture and development programs in four regions: Asia, West Africa, East Africa and the Middle East. On that background the Centre for Culture and Development implements programs with focus on access to art and cultural activities, freedom of expression for artists, economic growth, and peace and reconciliation. CKU works closely with local partners on implementing projects through a human-rights-based approach to the interface between culture and development. An overall objective of CKU's programs is to ensure the fulfillment of cultural and human rights, for instance article 27 in the Human Rights Declaration. CKU believes that culture can strengthen processes of social inclusion, when culture and cultural activities are integrated to address the personal and structural impact of socio-economic disadvantage. Culture is the texture that binds societies and individuals together, which is much needed after conflict and war. In Uganda and Palestine, CKU has supported cultural activities with the purpose of strengthening the processes of reconciliation. CKU has supported project where young people are actively involved, giving them a chance to raise their voice and share their experiences with a wider audience. Ultimately the skills learned through cultural activities can be used to generate alternative income opportunities, which is essential to avoiding instability and conflict Job creation contributes to sustain peace in post-conflict societies such as Uganda. Therefore strengthening political awareness and public appreciation of cultural activities as ways to preventing conflicts and contributing to economic growth is important. The inclusion of culture in national policies regarding peace and reconciliation as well as economic growth is necessary for sustainability in a long-term perspective.

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STEFANO BOERI
Architect

PANELIST
The Power of Culture for Inclusive Societies

Bonding and Bridging Social Capital in the City/Europe

Biography	Stefano Boeri, architect, lives and works in Milan, where he was born in 1956. His professional firm has designed buildings in Italy -such as the Vertical Forest in Milan-, in Europe -as the Villa Mediterranee Marseille- and in the world -as the multi-purpose center of Chanchun in China (www.stefanoboeriarchitetti.net). Along with Richard Burdett, Jacques Herzog and William MacDonough, Boeri has been part of the Architectural consult in charge of developing guidelines for the Expo 2015 in Milan. He is Full Professor of Urban Design at the Politecnico di Milano and has taught courses as "guest professor" at various universities, including Harvard GSD, Strelka/Moscow, Ecole Polytechnique de Losanne and the Berlage Institute. From 2004 to 2007 he was director of the international journal "Domus" (www.domusweb.it), from September 2007 to April 2011 he has directed the international magazine "Abitare" (www.abitare.it). He has been the artistic director of the International Festival of Architecture FESTARCH (www.abitare.it/festarch), which was held in Cagliari (2007 and 2008) and Perugia (2010 and 2011). He is the founder of the research agency "multiplicity" (www.multiplicity.it), which is devoted to the study of the transformations of the city viewed from different disciplinary angles. Multiplicity has been invited to present its researches at numerous international exhibitions such as Documenta XI/Kassel, The Musée d'Art Modern in Paris and the Venice Biennale and has promoted and participated in collective volumes as Mutations (Actar, 2000), USE (Skira, 2002) and Cronache dell'Abitare (Mondadori, 2007). Boeri has published his studies and projects about Milan in Il Territorio Che Cambia (with A.Lanzani and E.Marini, Segesta 1993) and Biomilano (curated by M.Brunello, Corraini, 2011), and as the author of two recently published Books: Anticittà (Laterza, 2011) and Fare di Più con Meno (Laterza, 2012). From June 2011 to March 2013 was Councilor for Culture, Fashion Design and the City of Milan; since June of 2014 he is the Artistic Director of Estate Fiorentina and consultant for Culture and Major Events for the Mayor of Florence.

Abstract	Culture, as Robert Putnam argues, is a social capital and plays a double role within public life. On the one hand it is a bonding capital, which occurs at the community level, creating links between people of a same kind (same age, same race, same religion and so on). However, for the multi-ethnic and diverse societies of tomorrow, another kind of capital is needed, the bridging capital, which occurs between people of a different team, race, religion and so on. Bonding and bridging strengthen each other and need to be balanced for societies to be at peace. Public policies of tomorrow need to recognise the central role that culture plays in valorising the identity of each community and -at the same time - in creating cohesion and inclusiveness. Several and rich are the experiences that capitalise the potential of culture. Two fertile examples of these well balanced public policies, are the promotion of cultural Fora in our World/Cities (which mirrors the potential of culture to strengthen the links between the foreign communities) and the creation of a web platform capable to bridge diverging opinions among the cultural elites (I refer to experiences such as theTomorrow.net, a web journal based on a straightforward and open dialogue, through correspondence, among heterogeneous figures -from intellectuals, to politicians, to journalists, to academicians, to artists).

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CHRISTIAAN DE BEUKELAER
Lecturer in cultural management at Queen Margaret University, Edinburgh and PhD candidate at the University of Leeds School of Media and Communication

PANELIST
The Power of Culture for Inclusive Societies

Culture for Inclusive Societies: A Capabilities Approach

Biography	Christiaan De Beukelaer is lecturer in cultural management at Queen Margaret University, Edinburgh and PhD candidate at the University of Leeds School of Media and Communication. He is a member of the U40 Network for Cultural Diversity, serves on the Management Committee of COST Action Investigating Cultural Sustainability, and is winner of the 2012 Cultural Policy Research Award. In September 2014, he published, with Nancy Duxbury (Senior Researcher at the University of Coimbra), the article "Real Sustainable Development requires Change through Culture" https://theconversation.com/real-sustainable-development-requires-change-through-culture-32121
Abstract	Under pressure of budgetary constraints and political strategies, the role of culture in society is increasingly measured in economic terms. Hence culture is often reduced to the cultural and creative industries, precisely because they can be measured. The data on these industries, David Throsby (2010) argues, provide the argument the cultural sector needs to sway politicians and policymakers into paying greater attention to culture. At the same time, cultural (industries) reports and policies, such as the Creative Economy Reports of the last decade, make ample reference to "human development" to stress the role of culture beyond economy. In these debates, there is however very little explicit engagement with the philosophical and normative basis of human development, which is founded on the capabilities approaches by Amartya Sen and Martha Nussbaum. In this talk, I call for greater explicit engagement with political participation, transparency guarantees, economic facilities, social opportunity, and education in the cultural agenda. While there is currently a largely implicit engagement with such capabilities, strengthening the explicit normative perspective on the role of culture is needed to shift the cultural agenda away from economic arguments as a proxy for such human development. This is a crucial need, because the very essence of the human development approach is the contention that economic measurements cannot be the sole indicator of the inclusive development of societies. This talk is based on my research report "Developing Cultural Industries: Learning From the Palimpsest of Practice", which will be published by the European Cultural Foundation soon. Please contact me if you wish to receive a copy: christiaandebeukelaer@gmail.com. A PDF version will be available for free on the ECF website and on: https://qmu.academia.edu/ChristiaanDeBeukelaer.

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CAROL LAWES
Expert in Cultural Policies
UNESCO's Pool of Experts, 2005 Convention

PANELIST
The Power of Culture for Inclusive Societies

Culture as Transformer: The Jamaican Experience

Biography	Currently a part of UNESCO's Pool of Experts promoting the Convention on the Diversity of Cultural Expressions, Carol Lawes has done pioneering work in the use of the arts as a tool for training and development, performing and conducting workshops throughout Jamaica and the Caribbean. Further afield, she has facilitated workshops and conducted animation and training projects for regional and international agencies in Namibia, Zimbabwe, Nigeria and Ghana, the USA, The United Kingdom, Germany, and Mauritius. As administrator, director, creator and actress in very innovative Theatre in Education projects, her work formed the basis for courses she taught at the Jamaica School of Drama, Edna Manley College of the Visual and Performing Arts. Her work in policy and communications includes ten years in the CARICOM Secretariat advising Regional Governments on Cultural Policy, designing and implementing cultural programmes aimed at fostering integration, as well as extensive work as editor and communications consultant for government and private sector entities. Carol is now assigned as editor of *Social and Economic Studies*, a quarterly Journal of the Sir Arthur Lewis Institute of Social and Economic Studies at the University of the West Indies.
Abstract	Jamaica is beset by issues which face many small island developing states. Among these are the challenges faced by the necessity to function within the established globalized systems which control so many areas of modern life such as economies, commerce and security, while ensuring that large sections of the population are not left behind, unable to access possibilities because of poverty and its attendant ills. Many persons who live in marginalized communities, be they inner city or rural, have difficulty valuing their lives as they are often faced with social exclusion. In these instances anti-social behaviours become the norm, and along with the expansion of educational opportunities, it is in fact cultural interventions which have proven most effective in addressing such situations, reducing tensions and conflicts and promoting inclusiveness. This paper will look briefly at a few occasions on which such efforts were made, and examine the effectiveness of the interventions and the implications for policy.

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FREDERIC JACQUEMIN
Director
Africalia

PANELIST
The Power of Culture for Inclusive Societies

Cultural development in Africa: the end of donors

Biography	Before taking up his duties as CEO Africalia Frederic Jacquemin was Senior Expert in Cultural Policies with the Secretariat of the Group of States Africa-Caribbean-Pacific. He coordinated the ACP Cultural Observatory, where he conducts research on creative and cultural policies of the ACP countries 2009-2012 industries. Independent expert from 2007 to 2009, he designed the shares of developing and training in management of cultural enterprises in sub-Saharan Africa on behalf of organizations such as the Belgian Cooperation, Observatory of Cultural Policies in Africa, OIF, etc. Chief Program Hicter Foundation for Cultural Democracy from 1998 to 2006, he has led projects on economic and political issues of culture, both in Europe and Africa. Director-Producer of audiovisual documentaries, curator and author of articles and books on cultural issues (Drums on deaf ears), he is particularly interested in the critical function of contemporary art and issues identified by the formation of cultural operators. Jury member of the King Baudouin Foundation for African Development. Holds an MA in History of Art and Archaeology at the Catholic University of Louvain and a MA. Business Administration University of Brussels.

Abstract	Africalia has undergone several phases in its strategy to support cultural actors in Africa. I wish to draw what reflections on the nature of this support alder current settings. We live in a pre-glacial era when dinosaur's cultural cooperation will have to adapt or disappear. I allow myself to take the example of Africalia that in recent years operates a transfer. Founded in 2001, is an association Africalia mandated by the Belgian Development Cooperation to implement programs of cultural cooperation in Africa. Active in seven African countries (Senegal, Burkina Faso, Democratic Republic of the Congo, Burundi, Kenya, Zimbabwe and South Africa), Africalia supports through three-year programs over 25 partners creative structures and networks of cultural professionals. These cultural actors contribute to the development of artists and enable them to perform a social role and questioner, a guarantee of democracy. Our vision is that our world is as imaginary than real. The culture professionals, each in their field skill, generate, preserve and transform this symbolic universe decisive in the life of every human and integral development of its being. It is crucial for us to ensure a favorable environment for their work. The issue of cultural cooperation raises issues shared equally in both the North and the South, East and West. Nobody today can "produce" culture without questioning the economic, political and social current arrangements, educational expressly there to eliminate any possibility of experimenting with a more equitable system of value, more sustainable and ... best, to use the concept of Kalos kagathos Greek. So the idea of a creative solidarity as we work more on the concept of using cultural development. The mode of action is Africalia cooperation which we believe is the essence of any creative work and any cultural operator, in both North and South, on pain of failing in its mission movement of shapes and confrontation of ideas.

Friday 3 October 2014

Parallel Thematic Panel 5 - New Approaches to Measuring Change

The effective inclusion of culture in national and international development strategies requires progress in the production of new information and data to show, explore and assess multiple, rich and varied forms of the contribution of culture to development processes, recognizing the complexity of this task and its challenges without compromising the action.

In an environment where indicators are used to set standards for development policies, the difficulty in constructing a comprehensive set of indicators and other tools to measure the role of culture is of essence.

In consequence, identifying new approaches to measuring change in culture, both in quantitative and qualitative terms, is of primary importance to illustrate the effectiveness of development policies and strategies.

As a first step to addressing these challenges, UNESCO has developed a tool intended to demonstrate, through facts and figures the multidimensional contribution of culture to national development processes. Taking stock of previous efforts to build indicators and using the UNESCO 2009 Framework for Cultural Statistics as a standard, the Culture for Development Indicators (CDIS) methodology was developed though a highly participative process involving international experts, local country teams, National Statistical Offices and other stakeholders.

As a result, the construction of twenty-two CDIS indicators offers an overview of economic inputs, looks at issues of access and participation, equality and inclusion, thus tapping into the multifaceted contribution of culture and the creative economy to sustainable development objectives.

In view of the above, the following questions will be addressed by the panel:

- What strategies can allow measuring change in the cultural sector?
- How do different definitions of culture and development impact the possibility to measure change?
- How do we measure the long-term impact of culture using tools which favour the immediate impact?

Moderator: **Ra-Sablga Seydou Ouedraogo** (Burkina Faso), Coordinator of the Institute FREE Afrik, Economics for Freedom Burkina Faso

Rapporteur: **Hector Schargorodsky** (Argentina), Director of the Cultural Observatory, Faculty of Economical Sciences, University of Buenos Aires

Panelists: **Pierluigi Sacco** (Italy), Professor of Economy of Culture, IULM University (Milan)

David Throsby (Australia), Professor of Economics at Macquarie University, Sydney

Guiomar Alonso Cano, Chief of the Culture Unit, UNESCO Office in Dakar

Yago Namaro (Burkina Faso), Statistician, Center of Statistics of the Union économique et monétaire ouest-africaine

Omar López (Colombia), International Expert on Culture for Development Indicators

Michael Soendermann (Germany), Statistical Adviser of the Council of Europe

Alfonso Castellanos Ribot (Mexico), Expert in Cultural Statistics and Indicators

Xiong Chengyu (China), Director, National Research Center of Cultural Industries in Tsinghua University

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RA-SABLGA SEYDOU OUEDRAOGO
Coordinator
Institute FREE Afrik, Economics for Freedom

MODERATOR
New Approaches to Measuring Change

Biography	Professor and Researcher at the Faculty of Economy of the University Ouaga 2, Dr Ra-Sablga Seydou OUEDRAOGO is an economist who received his training in African (Burkina Faso and Benin) and French (Université d'Auvergne/CERDI) Universities. His research work concerns banking and monetary economy, development strategies and economy of culture. He co-founded, with other economists, the Institute « FREE Afrik » (www.freeafrik.org), an independent research institution on West-African economies, of which he is the Executive Director. He leads the research team of the Institute, a programme of which concerns the economy of culture. The institute develops a critical analysis of the cultural gap marking development policies in Africa, of their non-cultural roots, of the funding of culture, of the opportunity costs of a weak investment in culture and of systemic and of sectorial perspectives of culture-based ambitious policies. The recent work of Dr OUEDRAOGO on the « cultural gap marking urbanisation policies in Burkina Faso » raised a significant interest during the seminar "arts, territories and communities" co-organized by the FREE Afrik Institute, in the framework of the "Récréâthrales" in October 2014 in Ouagadougou. In parallel to his activity of researcher, Dr OUEDRAOGO is a consultant for international and African public and private institutions and offers his expertise, on a volunteer basis, to cultural and civil society actors and cultural organisations. Dr OUEDRAOGO is an activist in favour of freedom and development in Africa and is a bearer of proposals of alternative policies in Burkina Faso and in Africa. He claims the affiliation of his work to the paradigm of endogenous development of Prof Joseph Ki-Zerbo and warns against the illusion of a development thought as a "civilizational cloning", deprived of any identity issue and of any specific contribution to humanity.

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UNESCO World Forum on Culture & Cultural Industries

HECTOR SCHARGORODSKY
Director of the Cultural Observatory
University of Buenos Aires, Faculty of Economical Sciences

RAPPORTEUR
New Approaches to Measuring Change

Biography	Doctor (Ph.D.) in Business Administration; officer since 1990 in the Cuerpo de Administradores de la Nación Argentina Gubernamentales. Director of the Master in Cultural Management, Faculty of Economics at the University of Buenos Aires. Founder of the Cultural Observatory at the same University. Part of the pool of experts in the field of cultural policies attached to the European Union/UNESCO Project. Latest publications: Policies for Creativity (UNESCO, 2010); The gestión of Escénicos festivales (Gescènic, Barcelona, 2012).

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PIER LUIGI SACCO
Professor of Economy of Culture
IULM University, Milan

PANELIST
New Approaches to Measuring Change

Heritage 3.0 and the Faro convention

Biography	Pier Luigi Sacco is Professor of Economics and Deputy Rector for International Relationships at IULM University, Milan. He is also the Director of the bid of Siena for the European Capital of Culture 2019. He writes for Il Sole 24 Ore, Artribune and Flash Art and has published many papers in top journals and in books with major publishers on cultural economics, cultural policy design, game theory, and economic theory. He is often invited as keynote speaker in major international conferences and consults widely for national and regional governments, organizations, and cultural institutions. He is a member of the Warwick Commission, of the European Expert Network on Culture, is in the board of Ujazdowski Castle Museum Warsaw, and is a member of the European House for Culture.
Abstract	We are moving towards a new paradigm about the relationship between culture and socio-economic sustainability, where the distinction between producers and users of cultural contents is rapidly changing. The new possibilities offered by digital technologies create a massive social dynamics of creation of cultural contents which contribute to heritage in novel ways and call for new strategies for retrieval, conservation, circulation, and promotion of such contents that basically redefines the very notion of heritage. I argue that this new perspective is fully coherent with the paradigm put forward by the Faro convention, and illustrate some practical case studs that demonstrate the potential of this new approach.

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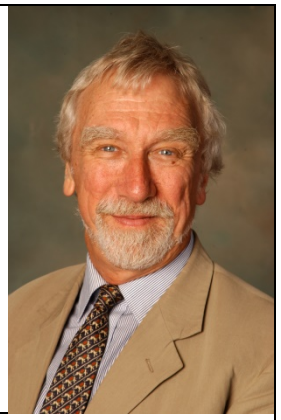
DAVID THROSBY
Distinguished Professor
Department of Economics, Macquarie University, Sydney



PANELIST

New Approaches to Measuring Change

Measurement issues for the cultural industries

Biography	David Throsby is Distinguished Professor of Economics at Macquarie University in Sydney, Australia. He is internationally known for his research and writing in the economics of art and culture. His current research interests include culture in sustainable development, the creative economy, heritage economics, the economics of artists, and the relationships between economic and cultural policy. His book's include *Economics and Culture* (2001) and *The Economics of Cultural Policy* (2010), both published by Cambridge University Press. He co-edited *Beyond Price: Value in Culture, Economics and the Arts* (2008) with Michael Hutter, also for Cambridge, and a second volume of the *Handbook of the Economics of Art and Culture* (Elsevier/North Holland), co-edited with Victor Ginsburgh.
Abstract	This presentation discusses measurement issues for cultural industries in a development context. The distinction between different types of value is explained (economic, cultural, social). Measurement of the direct economic value created by the cultural industries is discussed, with reference to issues raised in defining these industries in statistical terms. The non-economic or public-good value generated by these industries is significant in most countries, and the means of evaluating these benefits are outlined. Finally, the difficulties of measuring cultural and social value are considered, and some current initiatives in this field are discussed.

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GUIOMAR ALONSO CANO
Chief of the Culture Unit
UNESCO Office in Dakar

PANELIST
New Approaches to Measuring Change

The UNESCO Culture for Development Indicators CDIS project: What, how, with whom and which results

Biography	Guiomar Alonso Cano is the UNESCO Culture for Development Indicators (CDIS) project leader. She is currently based in the UNESCO Office for West Africa/Sahel at Dakar heading the culture unit and implementing programs in the sub-region. Specialized in development anthropology and cultural economics, Guiomar joined the Secretariat of the World Commission on Culture and Development in 1994. Since then, she has led many culture, creative industries, policy and statistical initiatives, including partnerships under the "Global Alliance for Cultural Diversity", statistical approaches for measuring the diversity of expressions or "Policies for Creativity", systematizing effective policy practice in supporting culture and creative industries in Latin America and Africa.
Abstract	Over the past five years the UNESCO CDIS project has generated a new method to calculate and interpret 22 indicators that asses the contribution of culture to national development. This presentation will introduce you to this new methodology developed by international experts and tested by 12 national statistical offices/teams. CDIS indicators have been build addressing the statistical limitations of low/low-middle-income countries and offer a viable and cost-efficient policy tool. With time, CDIS may well not only help measure the contribution of culture to development in a given time, but also how to measure change over time : variation of contribution of culture activities to GDP or employment, variation in conditions of allowing individuals to express themselves freely, or evolution in perceptions of trust towards others. The CIDS project is a part of the 2005 Convention implementation and has been supported by the Spanish Government. With a flexible methodology that adapts to national contexts, prioritizes national data and fosters inter-institutional dialogue, the CDIS is proving to be a valuable tool for policymaking and benchmarking for development interventions. To date the project has produced new data in 12 countries and new insights on correlations amongst indicators/dimensions are starting to emerge. CDIS rollouts have also strengthened national statistical capacities and impacted data collection exercises. CDIS products include: Methodology Manual, Implementation Toolkit, CDIS Global Database, Country Analytical Briefs and Technical Reports. This presentation will also include the experience of implementing the CDIS in 2 different countries, Burkina Faso and Colombia, experiences shared by two CDIS experts who led the process in their countries.

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YAGO NAMARO
Statistician
Centre of Statistics of the Union économique et monétaire ouest-africaine

PANELIST
New Approaches to Measuring Change

Culture for Development Indicators in Action: Burkina Faso

Biography	Yago Namaro is statistician at the Centre of Statistics of the Union économique et monétaire ouest-africaine. He has also been Director of Statistics and Economic Syntheses at the National Institute of Statistics and Demography of Burkina Faso. He has been the technical leader of the implementation of the UNESCO Culture for Development Indicators (CDIS) project in Burkina Faso.

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OMAR LÓPEZ OLARTE
International Expert on Culture for Development Indicators

PANELIST
New Approaches to Measuring Change

Statistics on the instrumental and constitutive role of culture in development: the UNESCO Culture for Development Indicators CDIS Project

Biography	Omar López Olarte is an economist who has been working during several years in designing, implementing, monitoring and evaluating development programmes and policies in Colombia and other Latin American countries, with special emphasis on culture. In some of these projects he has worked in culture statistics and research initiatives. He worked for Regional Latin America Organization Convenio Andrés Bello leading cultural economics projects. He has done consultancies to national government institutions and international organizations and recently has worked as a consultant with UNESCO in the development of cultural statistics.
Abstract	The construction of statistics and qualitative information in culture and development, not only entails addressing the incidence of culture in economic and social development. Cultural opportunities and cultural diversity by themselves contribute to enhance and enrich life quality of individuals and communities and therefore have a constitutive role in development. Statistics may approach not only changes in how culture is contributing to economic growth, poverty reduction and social cohesion; but also look to changes in how the population is advancing in cultural wellbeing. A developing country may be showing improvements in income per capita and international trade; and reductions in childhood mortality and CO2 emission. However, if other statistics are indicating the loss of cultural heritage expressions, a concentration in the supply of cultural contents, the discrimination of cultural minorities, a lack of public symbolic spaces in cities, and low cultural capital in new emerging middle classes; then that country may be converging in certain development elements but diverging in many others. Even if cultural industries and tourism are contributing to income increase in that same country, cultural statistics are nevertheless displaying many development challenges. One of the strengths of the UNESCO CDIS Project is approaching both the instrumental and constitutive role of culture in development. Collecting data covering these issues is not an easy task because of cultural statistics restrictions in many developing countries. Even though, this is not a reason for not starting to work in this direction. The concrete results obtain in this Project shows its viability. This initiative can also be considered as a first step of a gradual process that has the potential of being a strong instrument for development agendas.

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MICHAEL SOENDERMANN
Statistical Adviser for the Council of Europe and
Director of the Office for Cultural Industries Research (Cologne, Germany)

PANELIST
New Approaches to Measuring Change

Measuring the True Value of Culture

Biography	Studies of economics, politics, sociology and pedagogy with state exam and master degree at the Universities of Cologne and Hildesheim; study of church music at the School of Church Music, Hanover. Since 1998 Founder and Director of the Office for Culture Industries Research (Buero fuerr Kulturwirtschaftsforschung), Cologne/Berlin (Germany. Scientific Think tank for central and regional ministries of cultural and economic affairs and municipal umbrella organizations in Germany, Luxembourg, Austria, Switzerland, United Kingdom, France. Focuses on: financing of culture, culture and creative industries, cultural labour markets, artist professions, audience studies and studies on special cultural sectors (e.g. music, books, art, film, broadcasting, performance, design, architecture, advertising, press, games/software, handycraft). 2013-2015 Member of the Expert Group on Cultural Employment Statistics – UNESCO Institute for Statistics, Montreal (Canada). 2011-2013 Head of the German Monitoring Report on Culture and Creative Industries on behalf of the German Federal Ministries of Economics and Technology, Berlin. Since 2009 Statistical Adviser for the Council of Europe/ERICArts "Compendium Cultural Policies and Trends in Europe" (Strasbourg/Bonn). Resource Person for the German Commission for UNESCO. Since 1994 President of the Working Group on Culture Statistics (Arbeitskreis Kulturstatistik), Cologne (Germany). http://www.kulturwirtschaft.de

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ALFONSO CASTELLANOS
Expert in Cultural Statistics and Indicators

PANELIST
New Approaches to Measuring Change

The Cultural Information System of the Americas as a tool for analyzing culture and development

Biography	Mexican. Social anthropologist. Has been consultant for the UNESCO Institute of Statistics, the Organization of American States, the Organization of Ibero-American States, and the Inter-American Development Bank, among other institutions. Currently he is coordinator of the project of the Cultural Information System of the Americas, with the support of the Inter-American Development Bank, which will be shortly on-line with a data base of 72 indicators for 26 countries of Latin America and the Caribbean. As part of the first stage of this project, the Atlas of Cultural Heritage and Infrastructure of Costa Rica, Ecuador, Jamaica and Peru were published. Has participated in workshops on cultural statistics and indicators in Asia (Thailand), Africa (Mozambique), Europe (Spain), Latin America and the Caribbean (Brazil, Costa Rica, Colombia, Jamaica and Argentina) and the Persian Gulf (Qatar). Acted as Lead Expert of the Task Force of international specialists on the review of *The 2009 UNESCO Framework for Cultural Statistics*. Some of his recent publications include *Culture, common denominator for development. 18 successful practices,* published by the Organization of American States, and his participation on the book *Ecomonía cultural para emprendedores* published by the Autonomus Metropolitan University Worked for 20 years in the cultural public sector in Mexico and for the last 12 years on Cultural Information Systems, cultural statistics and indicators, networks and development of web based tools. From 2003 to 2008 was National Coordinator for Strategy and Prospective Studies in the National Council for the Arts and Culture (CONACULTA) in Mexico, an area in charge of generating, disseminating and analyzing information with the purpose of cultural policy evaluation. Under that responsibility developed a Cultural Information System (www.sic.gob.mx) and coordinated the *Cultural Infrastructure Atlas*, the *Survey on Cultural Participation* and a *Survey on Reading*, and a project on audience research.

Abstract	As the multidimensional relations between culture and development have been acknowledged, the need for new approaches to measure culture has increased. This challenge to generate new data has to be faced in a context of limited resources, which points at the convenience to develop flexible strategies that can be adapted to different national contexts and maximize the use of available information. One of these experiences to present new data is the Cultural Information System of the Americas (SICLA). This data base, that will be shortly available on line, is a regional project developed with the support of the Inter-American Development Bank and with the participation of the Ministries of Culture of 26 countries of Latin American and the Caribbean. The purpose of the project is to gather comparable data for analyzing culture and its contribution to several fields of development. The data base includes 72 indicators grouped in eight fields: socio-demographics, linguistic diversity, heritage, infrastructure, media, access to ICT, economics of culture and complementary indexes. Although the project is still in its first stages, a preliminary analysis with the information gathered so far has helped to explore the relation at a regional level between different indicators on areas such as heritage and cultural tourism, cultural infrastructure and social development, access to TIC´s and economic development, and creative industries contribution to GDP and employment. In the intervention, the contents of the SICLA will be described. Mention will be made to the challenges faced for gathering comparable information and a balance will be made about the availability of information. Some of the preliminary results will be presented; and some of the next steps that will be taken for the development of the System will be mentioned.

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XIONG CHENGYU
Director
National Research Center of Cultural Industries in Tsinghua University

PANELIST
New Approaches to Measuring Change

Indicators for the development of cultural industries in China

Biography	Professor Xiong Chengyu joined Tsinghua University after he received his PhD from the BYU in the US in early 1990. He was the founding head of the communications department as well as the associate dean of research since the school is established in 2002. As the director of Center for National Research center for Cultural Industries and the director of New Media Studies, Professor Xiong has chaired the studies in this area not only in the university but also nationwide. Professor Xiong has published very widely in the area of new media studies, and public policy for the information and cultural industries. Professor Xiong is the first professor in cultural studies that was invited to give a lecture to the politburo members of the CCP's central committee.
Abstract	The concept of China's cultural industry is based on China's conditions, and emerged and developed from China's economic and social development as well as cultural construction practices. In 2004, the National Bureau of Statistics defined the "Cultural and Related Industries" as: a collection of activities that provide cultural entertainment products and services for the public, as well as activities associated with such events, including news services, publishing and copyright services, radio, television and movie services, arts and culture services, internet services, recreational services, the production and sales of stationery and related cultural products, and other industry-specific categories. In 2012, under the framework for Cultural Statistics put forward by UNESCO in 2009, and based on the latest development of cultural industry, the National Bureau of Statistics revised the "Culture and Related Industries Classification".

	On the premise of keeping the overall frame, the revised version inherited the principles and methods of the existing classification, adjusted the category structure, added new contents and sub-industrial categories such as creativity, new formats and software design services, and cut down a small number of categories that do not meet the definition of culture and related industries. It can also be seen that the concept of cultural industry itself is developing. With the development of economy and society, people's gradually deeper understanding of culture, and the accelerating integration of culture and other fields, the scope of cultural industries is also expanding. Since 2004 when the National Bureau of Statistics released "culture and related industries classification," the added value of corporate units of China's cultural industry increased from 310 billion Yuan, accounting for 1.94% GDP in 2004, to 2.0782 trillion Yuan, accounting for 3.65% GDP in 2013. The annual growth rate of the present price of the added value is over 23%, 6.6 percentage points higher than average annual GDP growth rate the same period of time.

Friday 3 October 2014

Parallel Thematic Panel 6 – Investing in Culture

Financing represents one of the key challenges the cultural and creative industries sector is confronted with.

The cultural sector offers a great and unexplored potential for investments. Partnerships in the area of culture can bridge the funding gap of public entities, provide interesting investment opportunities for the private sector, but require environmentally and socially sound approaches that respect and benefit local communities.

Such partnerships require the development of national legal, institutional, policy and administrative enabling environments, and offer opportunities to develop capacities, transfer of knowledge and excellence, and foster entrepreneurship.

In view of the above, the following questions will be addressed by the panel:

- In which ways can we create win-win innovative, sustainable and equitable partnerships between private and public actors?
- What mechanisms can encourage investments in culture and cultural industries?
- What are the challenges in accessing funding for culture, cultural industries and the creative sector?

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

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KEITH NURSE
Executive Director
UWI Consulting

MODERATOR
Investing in Culture

Biography	Dr. Keith Nurse is the Executive Director of the UWI Consulting Inc and the incumbent World Trade Organization Chair at The University of the West Indies. He is also the former Director of the Shridath Ramphal Centre for International Trade Law, Policy and Services, UWI, Cave Hill Campus, Barbados. He teaches and publishes on a broad range of topics including trade policy, diasporas, creative economy, tourism, innovation governance and climate change. He has served as a consultant and advisor to several governments and regional and international organizations (e.g. Caribbean Export, Compete Caribbean, OAS, South Centre, OECD, IDB, Commonwealth Secretariat, UNESCO, UNIDO, IDRC). Dr. Nurse is the founder of the Arts and Cultural Enterprise Management programme, the webportal www.creativeindustriesexchange.com and the emagazine *Caribbean Creatives*. He is the chairman of the Caribbean Tales Worldwide Distribution company and on the board of the ejournal *Caribbean In-Transit*. He is also the executive producer of the documentary *Forward Home: The Power of the Caribbean Diaspora*.

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NAIMA LAHBIL
Expert in economy of heritage

RAPPORTEUR
Investing in Culture

Biography	Naima Lahbil Tagemouati is academic and consultant. She focuses on the following: • Rehabilitation of historic sites; She accompanied the setting up and monitoring programs for rehabilitation of the medina of Fez in particular. • Culture as a vehicle for development • Unsafe habitat within slums; she has long worked on the evaluation of the relocation of slums within the 'city without slums program' in Morocco. She has published numerous articles, edited books and academic testing for the general public. Her first novel, "The List", published by the Fennec in Morocco in 2013, will be co-published by Editions Naive Paris in January 2015.

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ANDY PRATT
Professor of Cultural Economy
City University London

PANELIST
Investing in Culture

A bank for culture

Biography	Prof Andy C Pratt Andy is an internationally acclaimed expert on the topic of the cultural industries. He is a Fellow of the Royal Society of Arts, a Fellow of the Royal Geographical Society, and an Academician of the Academy of Social Sciences. He has held academic appointments at University College London (Bartlett School of Planning) and LSE (Geography, and Urban Research Centre), King's College, London (Culture, Media and Creative Industries). He joined City University London as Professor of Cultural Economy in 2013. He has published over 100 items: books, chapters and articles. More info and downloads of papers: http://www.andycpratt.info Andy specializes the analysis of the cultural industries in the US, Europe and Japan. This research has two strands. The first focuses on the urban spatial clustering of cultural industries; he is particularly interested in the social and economic dynamics of clustering. The second strand concerns the definition and measurement of employment in the cultural, or creative, industries. He has developed definitions of the cultural sector that are used as standard measures by UNCTAD and UNESCO. Andy has had major recent research projects funded by UK research councils. He is currently co-principal investigator for a major grant of £4.5m to develop a Creative Economy Hub in London. Andy has worked as a consultant or advisor for national and urban policy makers, and the EU, UNESCO, UNCTAD, and WIPO, and the British Council.

Abstract

Introduction

The cultural economy has much to offer local economies and societies. However, that potential is restricted by a lack of investment, skills base, and local social and physical infrastructure.

The potential is sustainable economies, and reinforced and resilient local identity and social cohesion. The cultural sector is undergoing a rapid transition from a state only, to a mixed economy model; moreover, it remains characterised by a strong informal economy and very small enterprises

Challenges

These characteristics, and the current transformation of governance and economic prospects, and their implications for local cultural identity and global diversity make the sector a challenge for normative policy making. There is neither a history, institutions, nor an appreciation of the organisational practice, and the training and educational needs of a emergent, innovative and dynamic sector. Accordingly, policy makers have to be mindful of the challenges and be creative in their strategies.

Means

The key is creating a lending institution that is sensitive to the particularities and needs of the sector. Due to the risk structure and turnover times, lenders require a high-level of knowledge of the sector. Moreover, scale is important as viable portfolios of projects and deal flow is needed to sustain loans. Clearly, some formal guarantee is required, but at a portfolio level risks can be minimised.

The necessity of high knowledge levels required for lending assessment can be an advantage. A lending institution of this sort is the best 'one stop shop' for delivery of business and organisational advice (especially for micro- enterprises and entrepreneurs, and those previously excluded), education and training; plus the provision of collective work-space or incubators.

Finally, public or third sector bodies can use the information and data to benefit the local economy with strategic information that benefits the sector, and creates competitive advantage.

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JOHN DELANEY
Senior Vice President, Marketing and Sales
Seabourn Cruise Line

PANELIST
Investing in Culture

Seabourn Supports UNESCO and Sustainable Tourism

Biography	John Delaney was appointed senior vice president for marketing and sales in January 2011, reporting directly to Richard D. Meadows, president of Seabourn. In this role, he is responsible for Seabourn's overall marketing efforts, brand management, global sales, revenue management and public relations. Delaney spearheaded the company's efforts to form a partnership with UNESCO. In 2011, he was invited to participate in an Expert Meeting at Sils/Engadine, Switzerland, which resulted in the development of the World Heritage Sustainable Tourism Programme. Seabourn was one of a few participants from the private sector at the meeting. In 2014, Seabourn and UNESCO announced a unique alliance to help protect World Heritage. Prior to his current position at Seabourn, Delaney served as vice president, revenue marketing, for Holland America Line since 2008. In that role, Delaney was responsible for management, forecasting and budgeting of cruise fare revenue, as well as direct-marketing communications and the company's past guest loyalty program. Prior to his Holland America position, Delaney spent five years assigned to special projects for Carnival Corporation & plc, including a variety of Holland America Line initiatives. His projects focused on financial and operational analysis in a wide array of areas including marketing, sales channel performance, procurement, and logistics. With more than 30 years of experience in the travel and hospitality industries, Delaney has worked at a number of major corporations, including The Walt Disney Company. Delaney has a Bachelor of Science degree from California State University in Long Beach. He is also involved in various organizations dedicated to ending homelessness in King County, Washington.

Abstract	Partnerships between public and private sectors can offer viable opportunities to promote sustainable tourism. Companies must appreciate the benefits and problems arising from various forms of tourism, especially in terms of social equity and the environment. It is important to generate critical awareness of the methods in which tourism can enhance the welfare of people and protect our natural and cultural heritage. Education is also key to promoting and raising interest in sustainable tourism. The partnership between Seabourn and UNESCO is a perfect example of a public entity and private company coming together to achieve the same goal – to promote sustainable tourism. Through this alliance, Seabourn is striving to foster wider support and understanding of UNESCO's World Heritage mission and support UNESCO's efforts to expand, promote and preserve these precious global resources for future generations of travelers. Seabourn has committed to providing a minimum of $1 million over the next six years for the World Heritage Centre. Seabourn visits over 150 ports with World Heritage Sites and supports the local communities and cultures. It has created onboard and shoreside programs to educate guests about these important sites. Speakers with knowledge about World Heritage will sail on Seabourn's ships to provide deeper insight and information about World Heritage projects. The line has created special World Heritage Discovery Tours with exclusive, enhanced content developed in cooperation with World Heritage site managers and experts. Prices for these excursions include a small donation to UNESCO's World Heritage Fund, and the line's website includes a direct link for additional donations to UNESCO. Through its partnership with Seabourn, UNESCO will receive increased awareness by highly affluent travelers, as well as funding via Seabourn's shore excursions and website. More importantly, the partnership creates greater public awareness of sustainable tourism's role in preserving the natural and cultural heritage.

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STEFANO BAIA CURIONI
Vice President of the Art, Science and Knowledge (ASK) Research Center and Associate Professor at the Department of Policy Analysis and Public Management , Bocconi University

PANELIST
Investing in Culture

TOGETHERNESS and ENTREPRENEURSHIP. Governance conditions for healthy cultural policies and ventures

Biography	Stefano Baia Curioni, vice president of the Art, Science and Knowledge (ASK) Research Center, is associate professor at the Department of Policy Analysis and Public Management of Università Bocconi. He concentrated his research on the transformation of cultural fields and cultural practices in a diachronic and interdisciplinary perspective. In 2012 he published a book on the modern evolution of the Italian Operatic music system (Mercanti dell'Opera. Storie di Casa Ricordi, Il Saggiatore). This year he is co-curator with Olav Velthuis of a book on the global evolution of contemporary art markets (Cosmopolitan Canvases. Forthcoming Oxford University Press). He served the Italian Ministry of Culture, and many Italian City Councils in studies and projects, mainly dedicated to national heritage governance, cultural industries development, contemporary arts policies.
Abstract	The speech will concentrate on two main topics: - a synthetic overview of what has been learned and it is commonly shared about the creative/cultural industries development policies - a consideration of what could represent a future horizon of practices. The core evidence is that the development of such industries integrates complex industrial, social and political dimensions in a way that challenges the tradition of specific cultural - industrial policies. In fact it passes through the enhancement of sophisticated exchange platforms able to fulfill tasks of entrepreneurship incubation, information exchanges, specific and recognizable competencies creation and diffusion, but also social capital and trust development, opportunity sharing, values and beliefs confrontation, elements of the so called public sphere. These platforms and their complex logistics ask for a dense interaction with specialized global gatekeeping networks and with the local processes of social and economic change; they compete operating simultaneously on private and public goods. Their governance calls for a change – sometimes a deep one – of the traditional policy making and enforcement institutions.

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LE QUOC VINH
Chairman and Chief Executive Officer
Le Group of Companies

PANELIST
Investing in Culture

Nurturing creative industries: public-private investment solution for sustainable cultural development

Biography	Mr. Le Quoc Vinh is Chairman & CEO of Le Invest (Holdings) Corporation – (Le Group of Companies) with three subsidiary companies: Le Media JSC, Le & Brothers Limited (Le Bros), and Vietnam CEO Corporation, which are recognized as leading publishing, media, marketing, PR and event management companies in Vietnam. He is also founder and Board member of Fansipan Media Corporation, owner and operator of Giai Tri TV channel. He is recognized a professional journalist with expertise and experience in journalism and media business as well. Especially, he is the founder or reformer of various local newspapers and magazines in Vietnam including Dep (Beauty), TTVH & Dan Ong (Gentlemen), Doanh Nhan (Entrepreneur) magazine, and pioneer in franchising international titles into Vietnam like Autocar Vietnam and Stuff Vietnam. And he has successfully managed and led all these five titles to gain the number one position in their respective fields in Vietnam. Mr. Vinh is also an expert in marketing and communication. He is seen as a public relations guru, and guest speaker and lecturer of public relations for the Academy of Journalism and Communications (AJC), University of Social Sciences and Humanity (USSH); and RMIT. He is the founder and chairman of Vietnam Creative Entrepreneurs' Club, with more than 9000 members. He is also the co-founder of PR Elite School, a public relation (PR) training and practicing school which was established early 2014.

Abstract	Vietnam is facing a serious problem, which is the weakness of the social resources to attract investment for sustainable cultural values. While the state sector, with limited financial resources, is trying to maintain some investment in the cultural heritage fields or enduring cultural values, most of the private businesses are only interested in cultural activities of temporary tastes. On the other hand, also due to resource constraints, coupled with limited professional competence, state-invested cultural activities are not professionally developed, at least not equally to their potentiality and values. Meanwhile, the small number of businesses in the field of culture encounters numerous difficulties, including the classic problems of intellectual property rights, taxes and fees, business supporting policies and administrative procedures. The problem is, the government must have policies to actively nurture and support creative entreprises, who are investing in culture. The business models that promote the development of creative industries should be facilitated with favourable conditions for strong formation and growth.

United Nations Educational, Scientific and Cultural Organization

UNESCO World Forum on Culture & Cultural Industries

RODOLFO HAMAWI
Director
National Directorate for Cultural Industries of Argentina

PANELIST
Investing in Culture

Southern Cultural Industry Market (MICSUR). An experience for integration

Biography	Mr. Rodolfo Hamawi was born in Buenos Aires on October 9, 1954. He specializes in publishing, cultural management, contemporary philosophy, strategic marketing, and export consortiums. He has headed the National Directorate for Cultural Industries since 2009 where, among other activities, he organized the Argentine Cultural Industry Market (MICA) and the Southern Cultural Industry Market (MICSUR). He was in charge of ensuring Argentina's presence at the Paris Book Fair and the editor for the Official Book: "Bicentennial 1810-2010". He also promoted the founding of the first Argentine school for booksellers. Between 2007 and 2009, he headed the Social and Political Book Committee at the Argentine Book Chamber (CAL) and was in charge of organizing the Buenos Aires Social and Political Book Fair. He was the Secretary General of the Argentine Book Chamber from 2005 to 2009 and the head of the CAL's Foreign Trade Committee between 2001 and 2003. He is a CEO at Editorial Altamira since 1999. He was the editor for El Porteño magazine from 1999 through 2000. Between 1995 and 1999, he was Editorial ACME's general manager. Between 1992 and 1995, he ran cultural magazine distribution company DC (Distribuyendo Cultura) and was a representative for ARCE (Spanish Cultural Magazine Association).

Abstract	Latin America is a huge creative hotbed with a varied high-quality cultural production. South American countries have a common history and a present marked by peace but culturally we lacked a structure to face our unresolved challenges. One of them is our trade deficit. South America imports big amounts of all kinds of cultural goods and exports about half that volume, with a significant extra-zone technological dependence for cultural production. South America and the Caribbean have taken important steps as part of their integration agenda in the last decade, giving fresh impetus to Mercosur and creating Unasur and Celac. In the course of this integration process, the governments of Argentina, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela have set up the Southern Cultural Industries Market (MICSUR), which took place this year in Mar del Plata on May 15-18. MICSUR was born as an Argentine proposal for the whole region, based on the groundbreaking experience of the MICAs (Argentine Cultural Industries Market) held in the country since 2011. In them, six areas of the cultural industry came together for the first time under one strategy: Audiovisual Arts, Design, Publishing, Music, Performing Arts, and Video Games. With a special emphasis on small and medium-sized producers. MICSUR was the result of hard work and multiple agreements among the ten participating countries: defining a scope of action, selecting and training producers, planning and financing their transport, among other tasks. The market's next editions will be held in Colombia in 2016 and Brazil in 2018. The 2014 MICSUR, a unique cooperative experience for South American nations, both in their public and private sectors, opened new perspectives for regional integration, for bolstering small cultural projects in defense of diversity, and for the development of an industry that creates financial and symbolic value.

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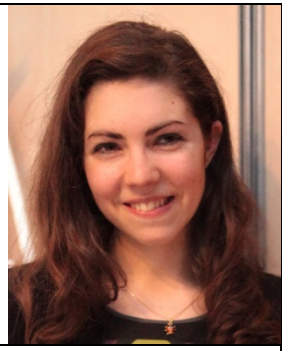
FOCUS UNESCO World Forum on Culture & Cultural Industries

JULIE CHAIZEMARTIN
President
Fonds Culturel Arts & Ouvrages

PANELIST
Investing in Culture



Cultural heritage, economic vector: the role of philanthropy and its tools

Biography	Julie Chaizemartin is journalist in the cultural sector and president of the Fonds Culturel Arts & Ouvrages, non-profit organization that she founded in 2011 to support projects in the areas of artistic creation and the preservation of heritage. She graduated in law and art history at the Sorbonne University and holds a degree in Museology from the Ecole du Louvre in Paris. She is also the author of *Ferrara, the jewel of the Italian Renaissance* published in 2012 by Editions Berg International.
Abstract	We often forget that culture is a source of employment and entrepreneurship. Indeed, one prefers to associate the qualities of leisure and education, only state-run, which seems to limit the economic impact of civil society. But today, States are having more and more difficulties and are reducing budgets; it has become necessary to diversify funding sources. In this context, cultural patronage and financial tools arising now are playing a key role. Instruments tax exemption (well known in the world of business but less known in the world of individuals), corporate volunteerism, crowd funding and endowment funds (new structure created by the French law in 2008) are examples of key mechanisms that encourage private to invest in the public good, especially in the fields of culture and heritage sector, creating a virtuous circle, philanthropic, giving prominence to partnerships. Recently, the European Heritage Days are an opportunity for everyone to realize the importance of all trades related to the cultural world. Heritage, economic driver, yes, but as far as economic actors take account men and populations who gravitate around them.

Saturday 4 October 2014

Plenary: Culture and the Post-2015 Development Agenda

The Post-2015 Development Agenda is the first major intergovernmental policy process in the United Nations to be informed by a comprehensive global consultation, reaching large numbers of policymakers, academics, experts, the private sector and interested citizens. The United Nations Development Group (UNDG) and many United Nations Country Teams around the world have guided this unprecedented effort, which has already influenced key reports that have contributed to the shaping of the Post-2015 Development Agenda.

Upon the request of Member States at the 68th session of the General Assembly of the United Nations, the Secretary-General has called upon the United Nations System to build on the outcomes of the consultations already conducted in order to keep informing the elaboration process of the Post-2015 Development Agenda. UNDG has thus launched a second phase of national consultations on six themes, amongst which "Culture and Development", to be held throughout 2014.

UNESCO, the United Nations Population Fund (UNFPA) and the United Nations Development Programme (UNDP) have been designated as the co-lead agencies for "Culture and Development" at both global and country levels. National consultations are also led in the following countries: Ecuador, Bosnia and Herzegovina, Serbia, Mali, Morocco.

The consultations are organized around six sub-themes: 1) culture and poverty reduction, 2) culture and education, 3) culture, gender equality and women's empowerment, 4) culture, sustainable cities and urbanization, 5) culture, environment and climate change, and 6) culture, inclusion and reconciliation.

The Plenary aims at presenting the outcomes of those consultations, which will notably feed the Synthesis Report of the Secretary-General of the United Nations, while contributing to the elaboration process of the Post-2015 Development Agenda.

Moderator: **Mario Giro**, Undersecretary of State, Ministry of Foreign Affairs and International Cooperation of Italy

Introductory remarks: **Irina Bokova**, Director-General of the United Nations Educational, Scientific and Cultural Organization

Gina Casar, Under-Secretary General of the United Nations and Associate Administrator of the United Nations Development Programme

Speakers: **Mohamed Amine Sbihi**, Minister for Culture of the Kingdom of Morocco

Ivan Tasovac, Minister of Culture and Information of the Republic of Serbia

Sredoje Novic, Minister of Civil Affairs of Bosnia and Herzegovina

Aminata Haidara Sy, Permanent Secretary, Ministry of Culture of the Republic of Mali

Gustavo Meza-Cuadra, Permanent Representative of Peru to the United Nations, Chair of the Group of Friends on Culture and Development

Luis Mora, Representative of the United Nations Population Fund (UNFPA), Chief of the Gender, Human Rights and Culture Branch at the Technical Division of UNFPA

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MARIO GIRO
Undersecretary of State
Minister of Foreign Affairs and International Cooperation of Italy

MODERATOR

Plenary: Culture and the Post-2015 Development Agenda

Biography	Born in Rome on July 29, 1958, he lived in Brussels until the age of 15 years. He studied at the European School of Uccle and succeeded his Baccalaureate in Rome. In 1984 he completed his university studies in literature at the University Rome I - La Sapienza with a thesis in Economic History. Member of the Community of Sant'Egidio since 1975, he is involved with tutoring for poor children in the Roman suburbs. The commitment in the field of interreligious dialogue begins in the 80s, especially with the Muslim world. He helps in organizing Annual International Meeting of Prayer for Peace, from Day of Assisi in 1986. From 1989 he worked for the development of the Community of Sant'Egidio in Africa, especially in Ivory Coast and Cameroon. From the early 90s, he is responsible for international relations and mediation process for peace to become the head of International Relations of the abovementioned Community. In this capacity, he participated in various consultations, among which Algeria (1994-5), Kosovo (1998-9), the DRC and Burundi (200), Ivory Coast (2002-2011), Liberia (2004-5), Togo (2003), Darfur (since 2004), Northern Uganda (2006-8), Guinea (2007-11), Niger (2011), Libya (2011) Syria (2012) and Casamance-Senegal (2012). In 2010 he received the Prize for Conflict Prevention of the Chirac Foundation. Adviser to the Minister of International Cooperation and Integration in 2012 (Government Monti), he organized the Forum for International Cooperation in Milan. In May 2013 he was appointed Under-Secretary for Foreign Affairs and he was confirmed by the Government of Matteo Renzi in February 2014. He is responsible for relations with Latin and Central America, Canada, and for cultural and linguistic promotion of Italians abroad.

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IRINA BOKOVA
Director-General
United Nations Educational, Scientific and Cultural Organization

INTRODUCTORY REMARKS

Plenary: Culture and the Post-2015 Development Agenda

Biography	Irina Bokova has been the Director-General of UNESCO since 15 November 2009, and reelected for a second term in 2013. She is the first woman to lead the Organization. Having graduated from Moscow State Institute of International Relations, and studied at the University of Maryland (Washington) and the John F. Kennedy School of Government (Harvard University), Irina Bokova joined the United Nations Department at the Ministry of Foreign Affairs of Bulgaria in 1977. Appointed in charge of political and legal affairs at the Permanent Mission of Bulgaria to the United Nations in New York, she was also a member of the Bulgarian Delegation at the United Nations conferences on the equality of women in Copenhagen (1980), Nairobi (1985) and Beijing (1995). As Member of Parliament (1990-1991 and 2001-2005), she participated in the drafting of Bulgaria's new Constitution, which contributed significantly to the country's accession to the European Union. Irina Bokova was Minister for Foreign Affairs, Coordinator of Bulgaria-European Union relations and Ambassador of Bulgaria to France, Monaco and UNESCO and Personal Representative of the President of the Republic of Bulgaria to the "Organisation Internationale de la Francophonie" (OIF). As Secretary of State for European integration and as Foreign Minister, Irina Bokova has always advocated for European integration. Active member of many international experts active in civil society and especially President and founding member of the European Policy Forum, she has worked to overcome European divisions and to foster the values of dialogue, diversity, human dignity and human rights. As Director-General of UNESCO, Irina Bokova is actively engaged in international efforts to advance quality education for all, gender equality, cultural dialogue and scientific cooperation for sustainable development and is leading UNESCO as a global advocate for safety of journalists and freedom of expression. Irina Bokova is Executive Secretary of the Steering Committee of the UN Secretary-General's Global Education First Initiative (GEFI) and co-Vice-Chair of the Broadband Commission. Irina Bokova has received state distinctions from countries across the world and is Doctor honoris causa of leading universities. In addition to her mother tongue, she speaks English, French, Spanish and Russian.

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GINA CASAR
Under-Secretary-General of the United Nations,
Associate Administrator of the United Nations Development Programme

INTRODUCTORY REMARKS
Plenary: Culture and the Post-2015 Development Agenda

Biography	Gina Casar has been Under-Secretary-General of the United Nations and Associate Administrator of the United Nations Development Programme since June 2014. Gina Casar has a rich and distinguished career, with wide-ranging management experience in both private and public sectors (national and international) and in academia. Prior to her current appointment, Ms. Casar served as Assistant Secretary-General for Programme Planning, Budget and Accounts, Controller and Representative of the Secretary-General for the investments of the assets of the United Nations Joint Staff Pension Fund. She also served as Assistant Secretary-General and Deputy Executive Director for Resource Management and Accountability and Chief Financial Officer (2009-2011), and earlier as Chief Financial Officer and Director of Finance and Budget (2004-2006) at the World Food Programme in Rome. Before joining the United Nations, Ms. Casar was National Treasurer of Mexico (2006-2009); Chief Financial Officer, Banco Nacional de Servicios Financieros (2001-2004); Deputy General Director, Banking Sector, Ministry of Finance (1999-2001); and Deputy Vice President, National Banking Commission in Mexico (1995-1999). She began her career as a Professor and Headed the School of Accounting and Administration, Instituto Tecnológico Autónomo de México (ITAM). Ms. Casar holds a Degree in Public Accounting as well as a Masters of Business Administration from ITAM, Mexico.

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MOHAMED AMINE SBIHI
Minister of Culture
Kingdom of Morocco

SPEAKER
Plenary: Culture and the Post-2015 Development Agenda

Biography	Mr Mohamed Amine Sbihi, Minister of Culture of the Kingdom of Morocco since January 2012, was born in 1954 in Salé. He holds a Ph.D in Statistics at the University Mc Gill of Montréal (Canada) and a 3-rd cycle doctorate in Statistics and Operational Research delivered by the University Pierre et Marie Curie- Paris VI (France). Mr Sbihi has been a lecturer and a professor at the University Mohammed V of Rabat. Vice President of the University Al Akhawayn and Head of Cabinet of Moulay Ismaïl Alaoui, former Minister of National Education, Mr Sbihi is conservator of the Sbihi library at Salé. He is also a founding member and member of the Board of directors of the association Al Jisr "Partnership School-Business", member of the political office of the “Parti du Progrès et du Socialisme” (PPS), in charge of the Elections Department and national coordinator of the Education Sector within the same party.

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IVAN TASOVAC
Minister of Culture and Information
the Republic of Serbia

SPEAKER
Plenary: Culture and the Post-2015 Development Agenda

Biography	Born in Belgrade in 1966. He earned a BA and Master degree at the Moscow P. I. Tchaikovsky Conservatory, as a student of Prof. Sergei Dorensky. At the age of twelve he made his debut as a pianist with orchestras of Belgrade and Zagreb philharmonics. During his career he has performed as a soloist with orchestras in Italy, Switzerland, Spain, Ireland, the United States, Russia, Belgium, the former Yugoslav republics and other countries. He became Director of the Belgrade Philharmonic Orchestra in March 2001. During this time, the Philharmonic has become "one of Europe's leading orchestras" (The Independent), "the cult Serbian band" (Financial Times), "the most successful cultural institutions in Serbia" (Jutarnji List, Zagreb) and "the most powerful PR weapon of Serbia" (Kvallsposten, Malmo). At his initiative, the Belgrade Philharmonic Orchestra will go on its first tour in history in the United States in autumn 2014. During his tenure, he significantly improved institutional and regional cooperation. He started the Belgrade Philharmonic Foundation "Zubin Mehta" in 2004, which is considered the founder and main promoter of arts funding model through cooperation between private and public sector in Serbia. The American Friends of the Belgrade Philharmonic Orchestra, founded in 2012 in New York, helps this foundation. He was invited to be one of the keynote speakers at the debate "The relation between culture and economic development," which was held at the United Nations in New York in June 2013. In September 2013 he was appointed Minister of Culture and Media Government of the Serbian Government.

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SREDOJE NOVIC
Minister of Civil Affairs
Bosnia and Herzegovina

SPEAKER
Plenary: Culture and the Post-2015 Development Agenda

Biography	Sredoje Novic was born on 14 February 1947 in Donji Detlak near Derventa. He is a citizen of Bosnia and Herzegovina permanently residing in Banja Luka. He finished primary school in Prijedor in 1962 and then gymnasium (high school) in Derventa in 1966. He graduated from the Faculty of Law in Sarajevo in 1970 and gained a master's degree in law in 1982 at the same faculty. He started his career in 1970 as an employee of the "Crvena zastava" Institutes in Kragujevac and then joined the Republican Secretariat of Internal Affairs (RSUP) of Bosnia and Herzegovina in 1972. He served as the Secretary for the Protection of Constitutional Order of the BiH Presidency from 1975 until 1983 and as the Assistant Republican Secretary of Internal Affairs of BiH and Undersecretary for State Security of BiH from 1983 until 1991. From 1998 until 2001 he served as the State Security Chief of the Republic of Srpska and the Minister of Internal Affairs of the Republic of Srpska. He served as the Director of the State Investigation and Protection Agency of Bosnia and Herzegovina from 2002 until his appointment as the Minister of Civil Affairs of Bosnia and Herzegovina. In his work he showed a high level of professionalism, legality and ability to develop relationships and build the state institutions. He is currently serving in his second term of office as the Minister of Civil Affairs of Bosnia and Herzegovina. He has never been sanctioned or any criminal or liability proceeding has ever been initiated against him.

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AMINATA HAIDARA SY
Permanent Secretary
Ministry of Culture
Republic of Mali

SPEAKER
Plenary: Culture and the Post-2015 Development Agenda

Biography	1982 : Diploma of the "Ecole Normale Supérieure" 1982 : Teacher at Badalabougou High School 1985 : Teacher at Sikasso High School 1988 : Availability at the Ministry of Youth, Sports, Arts and Culture as an officer of the Division "Arts et Lettres" 1994 : Posting at the Regional Directorate of Youth, Sports, Arts and Culture of Gao as an officer of the Division "Arts et Lettres" 1997 : Posting at the National Directorate of Arts and Culture 1999 : Head of the Division "Arts et lettres" at the National Directorate of Arts and Culture 2001 : Director-General of the « Palais de la Culture Amadou Hampaté BA » 2004 : "Diplôme d'Etudes Supérieures Spécialisées" (DESS) at Paris III, Sorbonne Nouvelle University, Section "Relations Interculturelles", stream "Echanges Interculturels" 2005 : Technical Advisor 2008 : Director-General of the « Palais de la Culture Amadou Hampaté BA » 2013 : Permanent Secretary at the Ministry of Culture

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GUSTAVO MEZA-CUADRA
Permanent Representative of Peru to the United Nations,
Chair of the Group of Friends on Culture and Development

SPEAKER
Plenary: Culture and the Post-2015 Development Agenda

Biography	Gustavo Meza-Cuadra has been the Permanent Representative of Peru to the United Nations since October 2013. Until his appointment, Mr. Meza-Cuadra was the Adviser to the Minister of Foreign Affairs for Law of the Sea Affairs since 2009, holding the rank of Ambassador. A career diplomat with 30 years in Peru's foreign service, he also held various positions in the Foreign Ministry, including National Director of Sovereignty and Boundaries from June 2008 to July 2009, with the rank of Minister; and Director of World Trade Organization Affairs and Head of the Peruvian delegation in the negotiations for an Association Agreement with the European Union from 2007 to 2008, with the same rank. Mr. Meza-Cuadra's service overseas included postings as *Chargé d'Affaires ad interim* in London from 2004 to 2005 and again in 2007; Permanent Representative to the International Maritime Organization from 2006 to 2007; and Deputy Chief of Mission in the United Kingdom between 2002 and 2004. He served as Director of Integration in the Under-Secretariat for International Economic Negotiations in 2002, holding the rank of Minister; Minister Counsellor in the Division for Political Cooperation and Integration, Under-Secretariat for America and Alternate Coordinator of the Rio Group from 2000 to 2002; as well as Minister Counsellor and Head of the United Nations Department, Under-Secretariat for Multilateral and Special Affairs, from 1999 to 2000. He was Minister Counsellor and Deputy Director for Andean Countries Affairs in the South America Division in 1999. Mr. Meza-Cuadra's early overseas service included postings as Counsellor at the Embassy in the United States between 1994 and 1999; and First Secretary in France from 1989 to 1992. He holds a master's degree in international public policy from John Hopkins University in Washington, D.C. (1998); a Master of Arts in diplomacy and international organization management from the University of Paris XI (1985); a Diploma in international political affairs from the International Institute of Public Administration, Paris (1984-1985); and a Bachelor of Arts in international relations from the Diplomatic Academy of Peru (1982). Born in Lima, Peru, on 17 March 1959, Mr. Meza-Cuadra is married and has two children.

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LUIS MORA
Representative of the United Nations
Population Fund (UNFPA),
Chief of the Gender, Human Rights and
Culture Branch at the Technical Division of UNFPA

SPEAKER
Plenary: Culture and the Post-2015
Development Agenda

Biography	Luis Mora is the Chief of the Gender, Human Rights and Culture Branch at the Technical Division of the United Nations Population Fund (UNFPA). His regions of expertise are Sub-Saharan Africa, Latin America and the Caribbean. He speaks Spanish, English, French, Norwegian, Catalan and Portuguese.

Saturday 4 October 2014

Presentation of the results of the Panels by the Rapporteurs

Moderator: **Alfredo Pérez de Armiñán**, Assistant Director-General for Culture of the United Nations Educational, Scientific and Cultural Organization

Rapporteurs: **Avril Joffe** (South Africa), Expert in Cultural Policies and Creative Industries

Giovanna Segre (Italy), Professor of Economics of Culture, University of Venice

Ritu Sethi (India), Director, Craft Revival Trust

Jenny Fatou Mbaye (Senegal), Postdoctoral Fellow - African Urban Cultural Economy, African Centre for Cities, University of Cape Town

Hector Schargorodsky (Argentina), Director of the Cultural Observatory, Faculty of Economical Sciences, University of Buenos Aires

Naima Lahbil (Morocco), Expert in Economy of Heritage

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ALFREDO PÉREZ DE ARMIÑÁN
Assistant Director-General for Culture
United Nations Educational, Scientific and Cultural Organization

MODERATOR
Presentation of the results of the Panels by the Rapporteurs

Biography

Mr Pérez de Armiñán has been the Assistant Director-General for Culture of UNESCO since September 2014.

Mr Pérez de Armiñán is the holder of a Bachelor's Degree in Law obtained in June 1973 from the Universidad Complutense de Madrid (UCM), in Spain. Since then, he specializes in Public Law, Culture and Heritage.

Mr Pérez de Armiñán began his professional career in June 1977 with the Spanish Parliament, where he held a number of positions until 1986, most notably: Director of Foreign Relations and Secretary of the Parliamentary Delegations at the Council of Europe Parliamentary Assembly, the NATO Parliamentary Assembly and the European Parliament-Spanish Cortes Generales Joint Committee. From 1986, he was Legal Advisor to the Public Works, City Planning and Housing Committee of the Spanish Senate. Mr Pérez de Armiñán was concurrently assigned to the Spanish Government for the period 1980 to 1983 where he served as Director-General of Cooperation with the Regions, Secretary-General of the Ministry of Culture, Director-General of Fine Arts, Public Archives and Libraries and Member of the Council of Patrimonio Nacional.

Mr Pérez de Armiñán has also been Director of several prominent Cultural Foundations and Institutions in Spain, including: Director of the Fundacion Caja Madrid (1996 to 2002), Secretary-General of the Fundacion Colegio Libre de Emeritos, Madrid (2002 to 2012) and President of Hispania Nostra which is an Organization Member of Europa Nostra Federation for Cultural Heritage (2003 to 2011). He was also a Member of the Board of Trustees of the Prado Museum (1993 to 2003) and since 1996 is a lifelong Member of the Real Academia de Bellas Artes de San Fernando in Madrid. From December 2012 to May 2014, Mr Pérez de Armiñán was the Director-General of the Fundacion José Ortega y Gasset-Gregorio Marañón in Madrid and Secretary-General to the University Research Institute affiliated to the Foundation.

Of Spanish mother tongue, Mr Pérez de Armiñán is proficient in English and French. He is also the author of many publications and articles.

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AVRIL JOFFE
Director
Creativity Avril Joffe (CAJ)

RAPPORTEUR
Culture and Creativity: a Dual Commitment to the Future

Presentation of the results of the Panels by the Rapporteurs

Biography	Avril is the director of CAJ: culture, arts and jobs, a cultural economy research and policy consultancy based in South Africa. She is an economic-sociologist working extensively throughout Africa in developing, designing, implementing and evaluating programmes to support the cultural economy from a city level through to national levels for creative practitioners, civil society organisations and governments. Avril coordinates the Postgraduate programme in Cultural Policy and Arts and Culture Management at the University of the Witwatersrand, is a UNESCO Expert on Cultural Policy and Governance and the research supervisor at AFDA, the motion picture and performance school. Avril is a member of the cultural policy task committee for Arterial Network, the Pan African arts organization and has written generic frameworks, toolkits, conducted research and delivered training programmes throughout Africa. For sanity and leisure, Avril teaches Nia dance and is a KaHuna massage therapist.

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GIOVANNA SEGRE
Professor of Economics of Culture
University of Venice

RAPPORTEUR
Cultural Industries, Employment and Growth

Presentation of the results of the Panels by the Rapporteurs

Biography	Giovanna Segre holds a Doctoral Degree in "European Economic Studies" from the University of Turin and is Associate Professor of Political Economy at the Iuav University of Venice, where she teaches Economics of Culture. She is the Co-director of the Master in "*World Heritage and Cultural Projects for Development*", jointly organized by the University of Turin, the Polytechnic University of Turin, the International Training Centre of the ILO, and the UNESCO World Heritage. She is member of the Scientific Committee and area Director of the Master in "*World Natural Heritage Management*" organized by TSM-Trentino School of Management and Step-Landscape and Environment School of Government. She is the Scientific Director of CSS-EBLA (Santagata International Center for Research on the Economics of Culture, Institutions, and Creativity). She wrote extensively on welfare economics and cultural economics in national and international scientific journals, books and newspapers.

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RITU SETHI
Director
Craft Revival Trust

RAPPORTEUR
Innovation, Technology and Know-How for Sustainable Futures

Presentation of the results of the Panels by the Rapporteurs

Biography	Ritu Sethi is Chairperson of the Craft Revival Trust and Editor of the principal online encyclopaedia on the intangible cultural heritage of the arts, crafts, textiles and its practitioners in South Asia (www.AsiainCh.org ; www.craftrevival.org). She serves as a member on policy groups and in an advisory capacity on culture. She has chaired the UNESCO Consultative Body examining nominations to the ICH Urgent Safeguarding List. She serves on the advisory board of two UNESCO Category II centres -CRIHAP, China and IRCI, Japan. She is on the Advisory Board ICH to the Government of India. Ritu Sethi is committed to the cause of mainstreaming culture into sustainable development policy.

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JENNY FATOU MBAYE
Postdoctoral Fellow
African Centre for Cities, University of Cape Town

RAPPORTEUR
The Power of Culture for Inclusive Societies

Presentation of the results of the Panels by the Rapporteurs

Biography	Jenny Mbaye is a postdoctoral research fellow at the African Centre for Cities (ACC) of the University of Cape Town (UCT). She's interested in urban popular cultures, and has researched on the music economy in relation to entrepreneurship, development and social transformation in Francophone West Africa. Her work generally focuses on cultural labour and creative production processes, as well as the work and policy practices of urban creativity in African contexts. She has a PhD in Human Geography, specialised in urban cultural economy (LSE, 2011), a Graduate Diploma in Management of Cultural Organisations (HEC-Montreal, 2006), an MSc in International Studies specialised in Ethnomusicology (University of Montreal, 2005), and a BA in Sociology (Concordia University, 2003). She has worked in cultural and media organisations in Senegal and Burkina Faso, and as an academic researcher in Canada, the U.K. and South Africa. She is a research and policy consultant (UNDP/UNESCO Creative Economy Report 2013, Praia Declaration, Foundation Lettera27, Fitzcarraldo), and the recipient of the 2013 Ray Pahl Postdoctoral Fellowship in Urban Studies. She is a member of UNESCO's pool of specialists for the 2005 Convention in Francophone Africa, as well as an external evaluator for its Creative Cities Network; she is also a member of the Arterial Network Cultural Policy Task Group.

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HECTOR SCHARGORODSKY
Director of the Cultural Observatory
University of Buenos Aires, Faculty of Economical Sciences

RAPPORTEUR
New Approaches to Measuring Change

Presentation of the results of the Panels by the Rapporteurs

Biography	Doctor (Ph.D.) in Business Administration; officer since 1990 in the Cuerpo de Administradores de la Nación Argentina Gubernamentales. Director of the Master in Cultural Management, Faculty of Economics at the University of Buenos Aires. Founder of the Cultural Observatory at the same University. Part of the pool of experts in the field of cultural policies attached to the European Union/UNESCO Project. Latest publications: Policies for Creativity (UNESCO, 2010); The gestión of Escénicos festivales (Gescènic, Barcelona, 2012).

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NAIMA LAHBIL
Expert in economy of heritage

RAPPORTEUR
Investing in Culture

Presentation of the results of the Panels by the Rapporteurs

Biography	Naima Lahbil Tagemouati is academic and consultant. She focuses on the following: • Rehabilitation of historic sites; She accompanied the setting up and monitoring programs for rehabilitation of the medina of Fez in particular. • Culture as a vehicle for development • Unsafe habitat within slums; she has long worked on the evaluation of the relocation of slums within the 'city without slums program' in Morocco. She has published numerous articles, edited books and academic testing for the general public. Her first novel, "The List", published by the Fennec in Morocco in 2013, will be co-published by Editions Naive Paris in January 2015.

Saturday 4 October 2014

Adoption of the Florence Declaration

Vincenza Lomonaco, Ambassador, Permanent Delegate of Italy to UNESCO

Alfredo Pérez de Armiñán, Assistant Director-General for Culture of the United Nations Educational, Scientific and Cultural Organization

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FOCUS
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VINCENZA LOMONACO
Ambassador, Permanent Delegate of Italy to UNESCO

ADOPTION OF THE FLORENCE DECLARATION

Biography

After graduating in Political Sciences with a first-class degree at "La Sapienza" University in Rome she wins two scholarships at the International Law Academy of the Hague. She begins her diplomatic carreer in 1982 and is assigned to the Directorate-General for Political Affairs – UN Unit.

Between 1986 and 1993 she serves as First Secretary at the Italian embassy to the Holy See then as Consul in Montreal. For the following 6 years she's in charge of the department for Italian Cultural Institutes at the Ministry of Foreign Affairs and of supervising their draft reform.

Promoted Plenipotentiary Minister in 2004, she serves as diplomatic adviser to the Minister for Public Administration. In this framework she leads the "Human Governance project" which was chosen for the UNDESA award for public administration. Between December 2008 and December 2010 she serves as Deputy Director-General at the Directorate-General for Cultural Promotion and Cooperation.

In 2009 she is appointed Italian Focal Point for the first World UNESCO Forum on Culture and Cultural Industries which was held in Monza.

The following year she becomes Director for the promotion of Italian culture and language as well as Deputy Director-General for Country Promotion.

In 2010 she's appointed Deputy Coordinator of the Year of Russian culture and language in Italy then, in 2011, of the Cross-Ministry Committee for the 150th anniversary of the Unification of Italy. In this framework she promoted a short film entitled "Italy of the Future" which is focused on Italian scientific leadership examples in the field of cultural, technological and industrial heritage.

In 2012 she worked with the Italian embassy in Washington for the "Year of Italian culture in the US" whereby more than 200 events were held all over the US thanks to funding from Italian small and medium firms.

She has been appointed permanent Delegate of Italy to UNESCO on September 18th 2013.

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ALFREDO PÉREZ DE ARMIÑÁN
Assistant Director-General for Culture
United Nations Educational, Scientific and Cultural Organization

ADOPTION OF THE FLORENCE DECLARATION

Biography	Mr Pérez de Armiñán has been the Assistant Director-General for Culture of UNESCO since September 2014. Mr Pérez de Armiñán is the holder of a Bachelor's Degree in Law obtained in June 1973 from the Universidad Complutense de Madrid (UCM), in Spain. Since then, he specializes in Public Law, Culture and Heritage. Mr Pérez de Armiñán began his professional career in June 1977 with the Spanish Parliament, where he held a number of positions until 1986, most notably: Director of Foreign Relations and Secretary of the Parliamentary Delegations at the Council of Europe Parliamentary Assembly, the NATO Parliamentary Assembly and the European Parliament-Spanish Cortes Generales Joint Committee. From 1986, he was Legal Advisor to the Public Works, City Planning and Housing Committee of the Spanish Senate. Mr Pérez de Armiñán was concurrently assigned to the Spanish Government for the period 1980 to 1983 where he served as Director-General of Cooperation with the Regions, Secretary-General of the Ministry of Culture, Director-General of Fine Arts, Public Archives and Libraries and Member of the Council of Patrimonio Nacional. Mr Pérez de Armiñán has also been Director of several prominent Cultural Foundations and Institutions in Spain, including: Director of the Fundacion Caja Madrid (1996 to 2002), Secretary-General of the Fundacion Colegio Libre de Emeritos, Madrid (2002 to 2012) and President of Hispania Nostra which is an Organization Member of Europa Nostra Federation for Cultural Heritage (2003 to 2011). He was also a Member of the Board of Trustees of the Prado Museum (1993 to 2003) and since 1996 is a lifelong Member of the Real Academia de Bellas Artes de San Fernando in Madrid. From December 2012 to May 2014, Mr Pérez de Armiñán was the Director-General of the Fundacion José Ortega y Gasset-Gregorio Marañón in Madrid and Secretary-General to the University Research Institute affiliated to the Foundation. Of Spanish mother tongue, Mr Pérez de Armiñán is proficient in English and French. He is also the author of many publications and articles.

Saturday 4 October 2014

Closing Ceremony

Giovanni Puglisi, President, Italian National Commission for UNESCO

Antonia Pasqua Recchia, Permanent Secretary, Ministry of Cultural Heritage and Activities and Tourism of Italy

Mario Giro, Undersecretary of State, Ministry of Foreign Affairs and International Cooperation of Italy

Dario Nardella, Mayor of Florence

Irina Bokova, Director-General of the United Nations Educational, Scientific and Cultural Organization

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GIOVANNI PUGLISI
President
Italian National Commission for UNESCO

CLOSING CEREMONY

Biography	Born in Caltanissetta on 22 June 1945. He is Rector of IULM University and he is Chairman of the Italian National Commission for UNESCO. He was enrolled in the Order of Journalists in 1972, in 1974 he became Full Professor of History of Philosophy. In 1993 he took on the position of Full Professor of Comparative Literature He has been Vice President of the National Commission for the Promotion of Italian Culture Abroad and is a member of the working group set up for the Promotion of Italian Culture Abroad At the Ministry of Foreign Affairs. He has been, from 2008 to April 2014, Vice Chairman of the Committee of the National Rectors Conference ("CRUI"). He is a member of the National University Council (CUN) from december 2013. From 2005 he is Chairman of the "Fondazione Sicilia" (formerly known as Fondazione Banco di Sicilia). He was Vice Chairman from 1999 to 2005. He is a member of the board of directors of the ACRI - Associazione delle Casse di Risparmio Italiane e delle Fondazioni di Origine Bancaria and he is a member of the board of directors of the Banca Sistema, Fondazione con il Sud and of the Istituto dell'Enciclopedia Italiana "G. Treccani" of which he is Deputy Vice Chairman. He is the author of a very large number of publications and essays. He dedicated his scientific interest to aesthetics, philosophy and critical studies.

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ANTONIA PASQUA RECCHIA
Permanent Secretary
Ministry of Cultural Heritage and Activities and Tourism of Italy

CLOSING CEREMONY

Biography	Antonia Pasqua Recchia holds a degree in architecture from the University of Rome “La Sapienza". In 1985 she joins the Italian Ministry for Cultural and Natural Heritage, as an architect. In 1998 she wins the competition to be a Director at the Italian Ministry for Cultural and Natural Heritage. From 2004 to 2007, she is Director-General for the technological innovation and promotion and in 2008 Director-General of the Archives. From 2008 to 2009, she is Director-General for the organization, innovation, training, professional qualification and relations with trade unions. From 2009 to 2010, she is Director-General for the organization, general affairs, innovation, budget and staff. From 2010 to 2011, she is Director-General for the landscape, fine arts, architecture and contemporary art. From 1 January 2012, she is Permanent Secretary.

United Nations Educational, Scientific and Cultural Organization

FOCUS UNESCO World Forum on Culture & Cultural Industries

MARIO GIRO
Undersecretary of State
Minister of Foreign Affairs and International Cooperation of Italy

CLOSING CEREMONY

Biography

Born in Rome on July 29, 1958, he lived in Brussels until the age of 15 years. He studied at the European School of Uccle and succeeded his Baccalaureate in Rome.

In 1984 he completed his university studies in literature at the University Rome I - La Sapienza with a thesis in Economic History.

Member of the Community of Sant'Egidio since 1975, he is involved with tutoring for poor children in the Roman suburbs.

The commitment in the field of interreligious dialogue begins in the 80s, especially with the Muslim world. He helps in organizing Annual International Meeting of Prayer for Peace, from Day of Assisi in 1986.

From 1989 he worked for the development of the Community of Sant'Egidio in Africa, especially in Ivory Coast and Cameroon.

From the early 90s, he is responsible for international relations and mediation process for peace to become the head of International Relations of the abovementioned Community. In this capacity, he participated in various consultations, among which Algeria (1994-5), Kosovo (1998-9), the DRC and Burundi (200), Ivory Coast (2002-2011), Liberia (2004-5), Togo (2003), Darfur (since 2004), Northern Uganda (2006-8), Guinea (2007-11), Niger (2011), Libya (2011) Syria (2012) and Casamance-Senegal (2012).

In 2010 he received the Prize for Conflict Prevention of the Chirac Foundation.

Adviser to the Minister of International Cooperation and Integration in 2012 (Government Monti), he organized the Forum for International Cooperation in Milan.

In May 2013 he was appointed Under-Secretary for Foreign Affairs and he was confirmed by the Government of Matteo Renzi in February 2014.

He is responsible for the relations with Latin and Central America, Canada, and for cultural and linguistic promotion of Italians abroad.

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DARIO NARDELLA
Mayor of Florence

CLOSING CEREMONY

Biography	Dario Nardella was born in Torre del Greco (Naples) on November 20th 1975. He is married to Chiara and father of 3 children. He graduated in Law with first class-honours at the University of Florence, where he got a Ph.D. in Public Law and construction and Environmental Law. He is also a graduate in violin from the "Conservatorium Cherubini" in Florence. Professor at the University of Florence where he teaches Cultural Heritage Law, he started his political career in 2004 when he was elected Councilman for the City of Florence in the Democratic Party. He served as legal advisor to the Minister of Institutional Reforms during Romano Prodi's premiership (2006-2008). In 2008 he was selected by the U.S. State Department as young Italian politician to attend the International Visitor Leadership Program. In 2009 he was once again elected to the Florence City Council and appointed Vice Mayor in the City Government of former Mayor Mr. Matteo Renzi. In February 2013 he was elected to the Chamber of Deputies of the Italian Parliament and Member of the Commission for tourism, industry and trade. In February 2014, before leaving his office as Mayor to become Prime Minister, Mr. Renzi appointed Dario Nardella for the regency of the City until next elections. After winning primaries for the Democratic Party, in May 2014 Nardella has been elected Mayor of Florence with 59,16% of preferences at the first round of voting. In June 2014 Dario Nardella has been elected as ANCI (the national association of Italian Municipalities) coordinator for the metropolitan cities.

United Nations Educational, Scientific and Cultural Organization

FOCUS UNESCO World Forum on Culture & Cultural Industries

IRINA BOKOVA
Director-General
United Nations Educational, Scientific and Cultural Organization

CLOSING CEREMONY

Biography	Irina Bokova has been the Director-General of UNESCO since 15 November 2009, and reelected for a second term in 2013. She is the first woman to lead the Organization. Having graduated from Moscow State Institute of International Relations, and studied at the University of Maryland (Washington) and the John F. Kennedy School of Government (Harvard University), Irina Bokova joined the United Nations Department at the Ministry of Foreign Affairs of Bulgaria in 1977. Appointed in charge of political and legal affairs at the Permanent Mission of Bulgaria to the United Nations in New York, she was also a member of the Bulgarian Delegation at the United Nations conferences on the equality of women in Copenhagen (1980), Nairobi (1985) and Beijing (1995). As Member of Parliament (1990-1991 and 2001-2005), she participated in the drafting of Bulgaria's new Constitution, which contributed significantly to the country's accession to the European Union. Irina Bokova was Minister for Foreign Affairs, Coordinator of Bulgaria-European Union relations and Ambassador of Bulgaria to France, Monaco and UNESCO and Personal Representative of the President of the Republic of Bulgaria to the "Organisation Internationale de la Francophonie" (OIF). As Secretary of State for European integration and as Foreign Minister, Irina Bokova has always advocated for European integration. Active member of many international experts active in civil society and especially President and founding member of the European Policy Forum, she has worked to overcome European divisions and to foster the values of dialogue, diversity, human dignity and human rights. As Director-General of UNESCO, Irina Bokova is actively engaged in international efforts to advance quality education for all, gender equality, cultural dialogue and scientific cooperation for sustainable development and is leading UNESCO as a global advocate for safety of journalists and freedom of expression. Irina Bokova is Executive Secretary of the Steering Committee of the UN Secretary-General's Global Education First Initiative (GEFI) and co-Vice-Chair of the Broadband Commission. Irina Bokova has received state distinctions from countries across the world and is Doctor honoris causa of leading universities. In addition to her mother tongue, she speaks English, French, Spanish and Russian.