



United Nations
Educational, Scientific and
Cultural Organization



FOCUS
UNESCO WORLD FORUM
ON CULTURE & CULTURAL INDUSTRIES

Organisation
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Организация
Объединенных Наций по
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منظمة الأمم المتحدة
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联合国教育、
科学及文化组织 .

Third UNESCO World Forum on Culture and Cultural Industries

**Culture, Creativity and Sustainable Development.
Research, Innovation, Opportunities.**

2 - 4 October 2014

Florence, Italy

Palazzo Vecchio

PROGRAMME

Thursday 2 October 2014

2:00 – 4:00 pm

Opening Ceremony (*Salone dei Cinquecento*)

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 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

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

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

4:00 - 6:00 pm

Parallel Thematic Panels

1) CULTURE AND CREATIVITY: A DUAL COMMITMENT TO THE FUTURE (SALONE DEI CINQUECENTO)

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

2) **CULTURAL INDUSTRIES, EMPLOYMENT AND GROWTH (SALONE DEI DUECENTO)**

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

6:00 – 6:30 pm **Side event – Inauguration of the multimedia exhibition “Supporting Cultural Heritage through Conflict and Transition: Partnering with Afghanistan” (*Salone dei Cinquecento*)**

8.30 pm **Dinner (*Cloister of Santa Maria Novella*)**

Friday 3 October 2014

9:30 - 11:00 am **Plenary: Nurturing Culture for the Sustainable Development of Urban and Rural Areas (*Salone dei Cinquecento*)**

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)

11:00 am – 1:00 pm **Parallel Thematic Panels**

3) INNOVATION, TECHNOLOGY AND KNOW-HOW FOR SUSTAINABLE FUTURES (*SALONE DEI CINQUECENTO*)

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 necessitates 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

4) **THE POWER OF CULTURE FOR INCLUSIVE SOCIETIES (*SALONE DEI DUECENTO*)**

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

1:00 - 3:00 pm

Lunch (*Brunelleschi Big Cloister in Santa Croce*)

3:00 - 5:00 pm

Parallel Thematic Panels

5) NEW APPROACHES TO MEASURING CHANGE (**SALONE DEI CINQUECENTO**)

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 through 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

Guionmar 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

6) **INVESTING IN CULTURE (SALONE DEI DUECENTO)**

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

5:00 - 6:00 pm

Round Table on “Safeguarding Cultural Heritage for Sustainable Development and Peace Building: Success Stories of Italy-UNESCO Cooperation” (Salone dei Cinquecento)

8.30 pm

Dinner (Villa della Petraia)

Saturday 4 October 2014

09:30 – 11:00 am **Plenary: Culture and the Post-2015 Development Agenda
(Salone dei Cinquecento)**

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 High-Level Panel 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

- 11:00 am - 12:00 pm **Presentation of the results of the Panels by the Rapporteurs (*Salone dei Cinquecento*)**
- 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
- 12.00 – 12.15 pm **Adoption of the Florence Declaration (*Salone dei Cinquecento*)**
- 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
- 12:15 - 12:30 pm **Closing Ceremony (*Salone dei Cinquecento*)**
- Irina Bokova**, Director-General of the United Nations Educational, Scientific and Cultural Organization
- 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
- 12:30 – 1:00 pm **Press conference (*Salone dei Duecento*)**
- 1:00 – 2:30 pm **Lunch (*Forte del Belvedere*)**