



United Nations
Educational, Scientific and
Cultural Organization

Radio
Television
New media



Communication and Information Sector

CREATIVE CONTENT

*Supporting creativity and innovation in
local content production for television,
radio and new media*



To promote the
expression of cultural
and linguistic
diversity through
communication and
information.
To contribute to
building an inclusive
knowledge society
where knowledge
is shared and
accessible to all.
To promote the
development and
strengthening of
local content
production for
television, radio
and new media.
To promote a fair and
effective national flow of
information and freedom
of expression.

Culture

TAKES DIVERSE FORMS ACROSS TIME AND SPACE

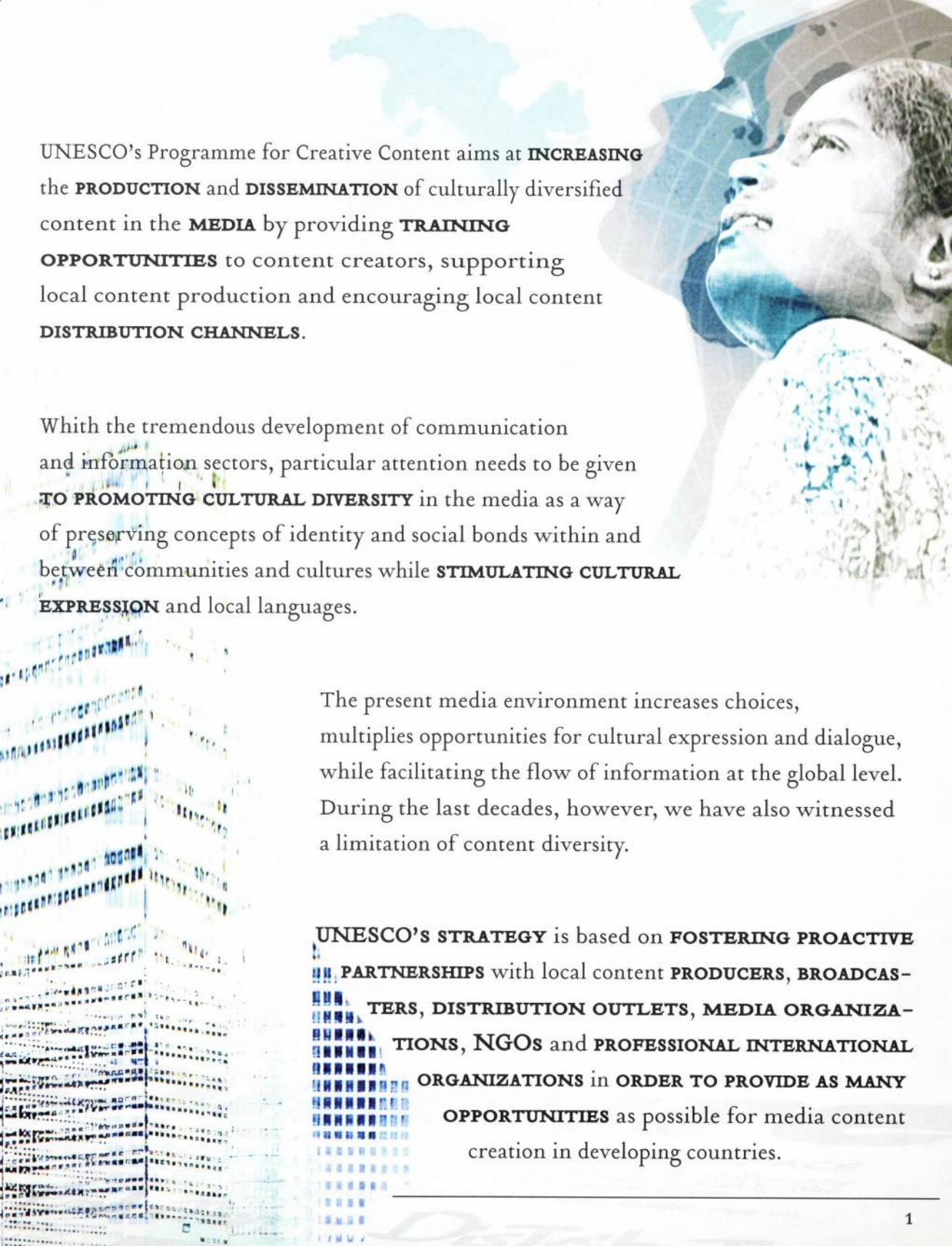
This diversity is embodied in the composition and plurality of the identities of the groups and societies making up humanity. It is a source of exchange, innovation and creativity. Cultural diversity is an necessary for humankind as biodiversity is for nature, in this

Training - Production - Distribution

To encourage the production of creative, culturally diverse audiovisual content
To provide advanced training to content creators in developing countries
To stimulate the distribution and



media
Innovation
INTERCULTURAL DIALOGUE
COMMUNICATION
Expression
Training
Production
Distribution
CULTURAL DIVERSITY
Exchange



UNESCO's Programme for Creative Content aims at **INCREASING** the **PRODUCTION** and **DISSEMINATION** of culturally diversified content in the **MEDIA** by providing **TRAINING OPPORTUNITIES** to content creators, supporting local content production and encouraging local content **DISTRIBUTION CHANNELS**.

With the tremendous development of communication and information sectors, particular attention needs to be given **TO PROMOTING CULTURAL DIVERSITY** in the media as a way of preserving concepts of identity and social bonds within and between communities and cultures while **STIMULATING CULTURAL EXPRESSION** and local languages.

The present media environment increases choices, multiplies opportunities for cultural expression and dialogue, while facilitating the flow of information at the global level. During the last decades, however, we have also witnessed a limitation of content diversity.

UNESCO'S STRATEGY is based on **FOSTERING PROACTIVE PARTNERSHIPS** with local content **PRODUCERS, BROADCASTERS, DISTRIBUTION OUTLETS, MEDIA ORGANIZATIONS, NGOs** and **PROFESSIONAL INTERNATIONAL ORGANIZATIONS** in order to provide as many **OPPORTUNITIES** as possible for media content creation in developing countries.

Our long-term objectives

- TO PROMOTE THE EXPRESSION OF CULTURAL AND LINGUISTIC DIVERSITY THROUGH COMMUNICATION AND INFORMATION
- TO CONTRIBUTE TO BUILDING INCLUSIVE KNOWLEDGE SOCIETIES WHERE DISADVANTAGED COMMUNITIES MAY FULLY PARTICIPATE
- TO IMPROVE INTERCULTURAL COMMUNICATION AND UNDERSTANDING AND TO CREATE AN ENABLING ENVIRONMENT FOR DEMOCRATIC DIALOGUE
- TO PROMOTE A FREE AND BETTER BALANCED FLOW OF INFORMATION AND FREEDOM OF EXPRESSION

Our target group

- MEDIA ORGANIZATIONS ; BROADCASTING INSTITUTIONS
- MEDIA PROFESSIONALS WORKING INDEPENDENTLY, WITH COMMUNITY TELEVISION/RADIO STATIONS OR WITH PUBLIC SERVICE BROADCASTERS IN DEVELOPING COUNTRIES
- TELEVISION, FILM, RADIO AND JOURNALISM SCHOOLS AND PROFESSIONAL TRAINING INSTITUTIONS
- COMMUNITY DEVELOPMENT ASSOCIATIONS AND NGOs




The background of the page features a collage of images. On the left, a person is shown from the chest up, holding a large professional camera with a long lens. The person's face is partially obscured by the camera. The overall color palette is dominated by light blues, greens, and yellows, with a textured, painterly appearance. In the lower right quadrant, a large satellite dish is mounted on a metal lattice structure, pointing towards the upper right. The text is overlaid on this background.

Develop a global partnership for development: In cooperation with the private sector, make available the benefits of new technologies—especially information and communications technologies.

*United Nations
Millennium
Development Goals.*

Our strategy

- TO PROVIDE ADVANCED TRAINING TO CONTENT CREATORS IN DEVELOPING COUNTRIES
- TO ENCOURAGE THE PRODUCTION OF CREATIVE, CULTURALLY DIVERSE AUDIOVISUAL CONTENT
- TO STIMULATE THE DISTRIBUTION AND EXCHANGE OF DIVERSIFIED CONTENT FROM DEVELOPING COUNTRIES AT THE NATIONAL, REGIONAL AND INTERNATIONAL LEVELS
- TO ENCOURAGE NETWORKING OF COMMUNICATION AND INFORMATION INSTITUTIONS TO WIDEN ACCESS TO LOCALLY PRODUCED CONTENT
- TO CONDUCT AND DISSEMINATE RESEARCH WHICH MAY ASSIST MEMBER STATES IN MAKING INFORMED DECISIONS AND ADOPTING APPROPRIATE AUDIOVISUAL POLICIES.



Support is directed towards regional, interregional or international training initiatives, where the transfer of know-how between sub-regions or within a region is needed. Training areas include **scriptwriting** for television and radio, **directing**, **digital camera** and **sound** techniques, digital **editing** and **post-production**.

Training modalities include development of **guidelines**, **training modules** and reference materials, production of **video tutorials**, organization of short-term **training courses** and hands-on workshops, the **provision of experts** and trainers and the circulation of “travel-cases” for **self-learning screenings**.

Training

THE PROJECT ICTs FOR INTERCULTURAL DIALOGUE: DEVELOPING COMMUNICATION CAPACITIES OF INDIGENOUS PEOPLES (ICT4ID), APPROVED BY UNESCO'S GENERAL CONFERENCE IN 2003, AIMS AT FOSTERING THE CREATION AND DISSEMINATION OF LOCAL CONTENT THAT REFLECTS THE VALUES, THE EXPERIENCE AND INSIGHTS OF THE WORLD OF INDIGENOUS PEOPLES' COMMUNITIES AND CULTURES.

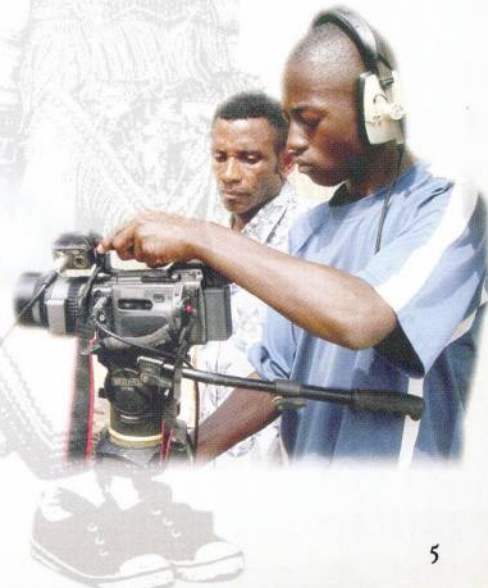
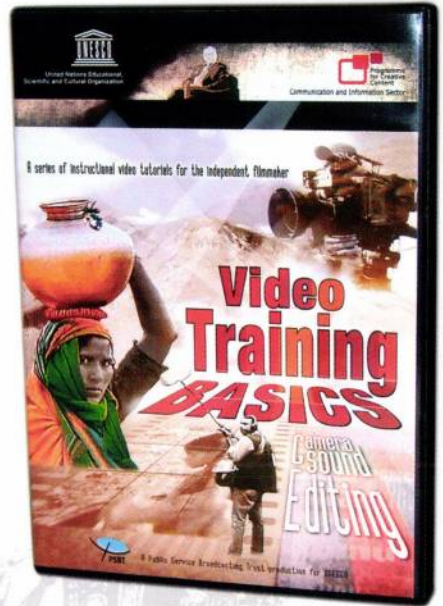
IN 2004-2005, ICT4ID LAUNCHED FIVE PILOT PROJECTS INVOLVING ELEVEN INDIGENOUS COMMUNITIES IN AFRICA AND LATIN AMERICA.

THE MAIN GOALS OF THESE PROJECTS ARE TO ENCOURAGE THE PRODUCTION OF INDIGENOUS CULTURAL CONTENT FOR THE AUDIOVISUAL AND NEW MEDIA BY PROVIDING TRAINING TO COMMUNITY MEMBERS ON THE USE OF ICTs FOR LOCAL CULTURAL EXPRESSION. NEW PILOT PROJECTS ARE TO BE LAUNCHED IN 2006-2007.

THE VIDEO TRAINING BASICS is a series of instructional video tutorials for the independent filmmaker and for individuals/communities interested in public service broadcasting.

IN COLLABORATION WITH THE PUBLIC SERVICE BROADCASTING TRUST (PSBT), UNESCO produced a series of instructional, "how to" videos that introduce potential and practising filmmakers to the processes and techniques of independent documentary film production, with a focus on camera, sound and editing techniques.

With the increasing availability of low cost technologies for both production and post-production, this training material helps fulfil a vital need in democratising the non-print media. Empowering individuals and communities to produce content contributes to ensuring the generation of a more localised content specific to the needs, values and lifestyles of the individual content provider and the community which he or she represents.



UNESCO may provide seed funding for media content production in developing communities. Genres considered include **documentary, fiction** and outdoor **TV magazines** as long as they are **public service oriented**.

Priority is given to content that is **outstanding** and **innovative** in its approach, interesting in the treatment and **going beyond conventional forms** of audiovisual language. Target groups are **least developed countries**, small countries (e.g. Pacific/Caribbean islands), **indigenous communities, women** and **young people**.

Content production proposals are considered within the framework of communication development projects implemented by UNESCO or in the context of **thematic calls** launched by the Organization on issues of particular social interest, such as the **Millennium Development Goals**. All production calls are publicly announced AT [HTTP://PORTAL.UNESCO.ORG/CI/CC](http://portal.unesco.org/ci/cc)

Production


reel INTERCULTURAL DIALOGUE

IS A SERIES OF FIVE SHORT FICTION FILMS
produced by UNESCO in collaboration with the cinema and television schools of Burkina Faso, India, Israel, Mexico and Romania and directed by young talent in these countries. The films aim to increase intercultural understanding and to sensitize young people to tolerance, dialogue and peace. The films were internationally distributed through broadcasters, festivals and other fora, winning important international prizes and recognition.


WWW.UNESCO.ORG/WEBWORLD/CC/REELDIALOGUE

AFRICA ANIMATED!

UNESCO LAUNCHES INITIATIVE FOR CARTOON PRODUCTION



DESPITE EFFORTS BY REGIONAL BROADCASTERS AND THE AUDIOVISUAL COMMUNITY, CHILDREN'S PROGRAMMES IN AFRICA AND IN PARTICULAR COMPUTER-ANIMATED CARTOONS ARE MOSTLY IMPORTED FROM ABROAD. IN ORDER TO ADDRESS THIS LACK OF LOCAL CONTENT PRODUCTION, UNESCO LAUNCHED AFRICA ANIMATED!, AN INITIATIVE THAT ASSEMBLES RESOURCES AND EXPERTISE FOR THE PRODUCTION OF CHILDREN'S ANIMATED CARTOONS IN AFRICA.



THE INITIATIVE WAS STARTED IN COLLABORATION WITH SPECIALIZED PARTNERS SUCH AS THE SABC, THE UNION OF NATIONAL RADIO & TELEVISION ORGANISATIONS OF AFRICA (URTNA), THE NATIONAL FILM AND TELEVISION INSTITUTE OF GHANA (NAFTI) AND THE SOUTHERN AFRICAN BROADCASTING ASSOCIATION (SABA). THIS PROJECT IS BASED ON A CO-PRODUCTION AND ITEMS EXCHANGE MODEL, BUILDING LOCAL CAPACITIES AND AT THE SAME TIME PRODUCING AFFORDABLE LOCAL CONTENT IN A SERIES OF REGIONAL HANDS-ON TRAINING WORKSHOPS.

THE FIRST AFRICA ANIMATED! CLIPS RESULTING FROM THIS PROJECT ARE AVAILABLE ON VHS, DVD AND ON-LINE.

[HTTP://CREATIVECONTENT.UNESCO.ORG](http://creativecontent.unesco.org)

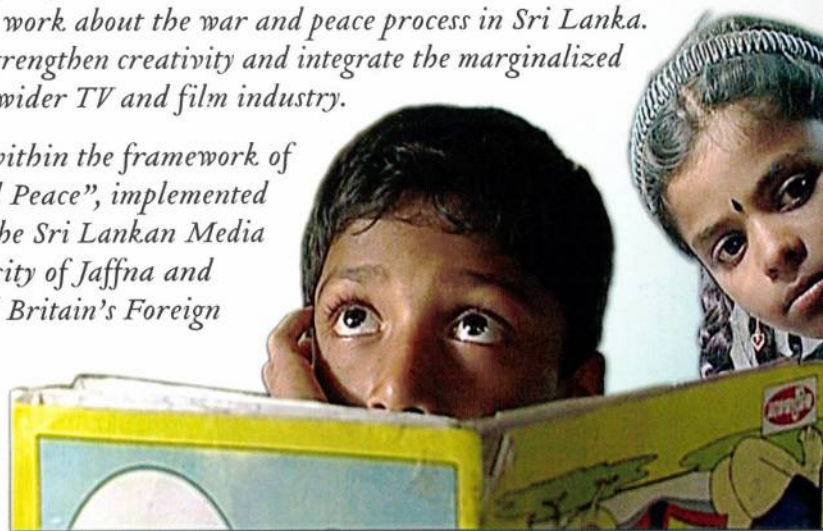
THE REEL PEACE PROJECT

The Reel Peace series of six short films, written and directed by Sinhalese and Tamil filmmakers, responded to a need for dramatised work about the war and peace process in Sri Lanka. The objective of the project was to strengthen creativity and integrate the marginalized Tamil film-making talent into the wider TV and film industry.

UNESCO's support was provided within the framework of a larger development project, "Reel Peace", implemented by ScriptNet in collaboration with the Sri Lankan Media Training Institute and the University of Jaffna and supported by the British Council and Britain's Foreign and Commonwealth Office.

The films are currently available on DVD, VHS and on-line.

[HTTP://CREATIVECONTENT.UNESCO.ORG](http://creativecontent.unesco.org)



There is yet another problem that has proven more difficult to overcome than content production: it is its **distribution**. The consequence of current audiovisual distribution practices is that neighboring countries often ignore the content produced beyond their borders, contributing to the **lack of understanding** between their populations.

Broadcasters in developing countries, public or commercial, rarely purchase the **broadcasting rights of content made in the region**, as it is perceived as being more costly than Western content packages as well as requiring an effort to accustom audiences.

Even if often broadcasters are left with no other alternative because of weak or non-existent production and programming budgets, it is also a matter of low commitment at the different sector levels. UNESCO's mandate is **to sensitize decision-makers and the public at large** about the importance of local content for the promotion of cultural diversity.

UNESCO also facilitates the distribution and exchange of local content by **encouraging alternative communication channels** and **showcasing local productions at the international level** such as through exchange fora, festivals and other events.

Distribution & exchange

UNESCO's audiovisual **@-PLATFORM** IS A MULTICULTURAL, ON-LINE CATALOGUE AIMED AT IMPROVING THE CIRCULATION OF AUDIOVISUAL PRODUCTIONS FROM DEVELOPING COUNTRIES AT THE INTERNATIONAL LEVEL.

THE E-PLATFORM OFFERS AN ALTERNATIVE COMMUNICATION CHANNEL WHERE CREATIVE AND INNOVATIVE PRODUCTIONS CAN BE FOUND, SCREENED AND ACQUIRED. IT CONSISTS OF RECENTLY DIRECTED TV PRODUCTIONS, INCLUDING DOCUMENTARIES, FICTION FILMS, CHILDREN'S PROGRAMMES AND MAGAZINES, THAT ARE ORIGINAL IN FORM AND CONTENT, PUBLIC SERVICE ORIENTED AS WELL AS A GENUINE EXPRESSION OF DIFFERENT CULTURES IN THE WORLD. THE AUDIOVISUAL E-PLATFORM HAS BEEN CREATED TO EMPOWER LOCAL PRODUCERS TO REACH INTERNATIONAL AUDIENCES WHILE PROMOTING THE INTERNET AS A MEDIUM FOR COMMUNICATION AND DELIVERY.

[HTTP://CREATIVECONTENT.UNESCO.ORG](http://creativecontent.unesco.org)





SE BUSCAN !

Searching for Good Ideas and Best Practices in Local Content Production and Distribution in Latin America

A call for proposals on “good ideas and best practices in local content production and distribution in Latin America” was launched in November 2004.

This project sought to identify best practices of Latin American communication channels, which were successful in proposing an alternative to the commercially-driven media landscape, as well as examples of television, radio and new media content, which were innovative and public-service oriented.

Once the best practices and good ideas were identified, UNESCO gathered all selected proposals in Guadalajara (Mexico) in 2005 in order to set up

an informal network of creative professionals and institutions working in the area of local content production. The “Charter of Guadalajara on strengthening the Latin American Audiovisual space and its capacity to generate local and creative content” was then adopted.



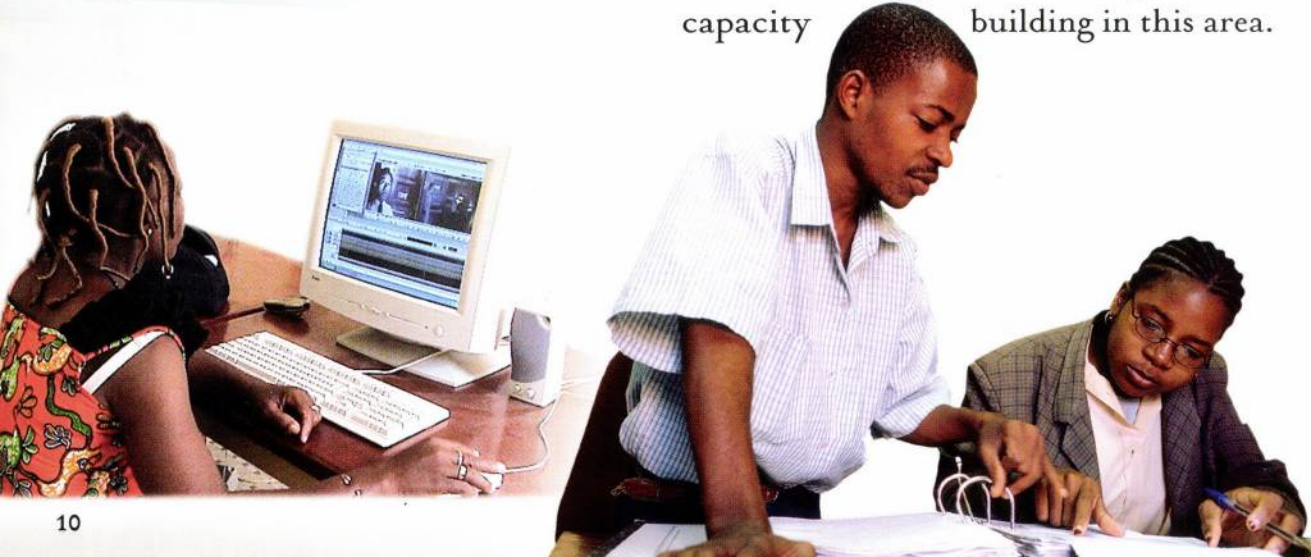
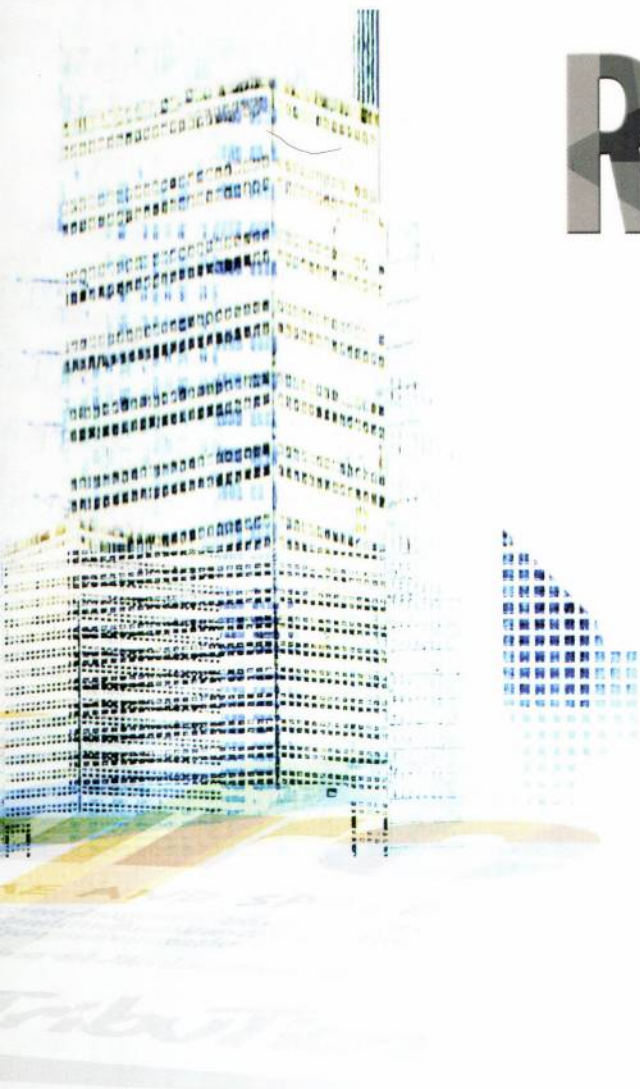
T H E O P E N F R A M E F E S T I V A L

THE OPEN FRAME FESTIVAL IS ORGANIZED EVERY YEAR BY THE PUBLIC SERVICE BROADCASTING TRUST OF INDIA (PSBT) IN COLLABORATION WITH UNESCO. THE EVENT OFFERS AN INTERNATIONAL FORUM SHOWCASING PUBLIC SERVICE TELEVISION PRODUCTIONS FROM ALL OVER THE WORLD, REFLECTING THE DIVERSITY OF AUDIO-VISUAL PRODUCTION AND ILLUSTRATING THE POTENTIAL OF TELEVISION WHEN PUT AT THE SERVICE OF THE CITIZENS.



Research

Developing countries are facing crucial decisions affecting the **broadcasting and audio-visual industry**, today's **pillar for information and cultural exchange**. Policy and decision makers may lack the necessary tools to adequately inform their choices and strategies. **UNESCO facilitates information** based on **quantitative and qualitative research**, providing comprehensive **overviews of the main trends** in the broadcasting and audiovisual industry worldwide, with a **focus on regional patterns of production, consumption and trade**. The Organization also provides **capacity building** in this area.





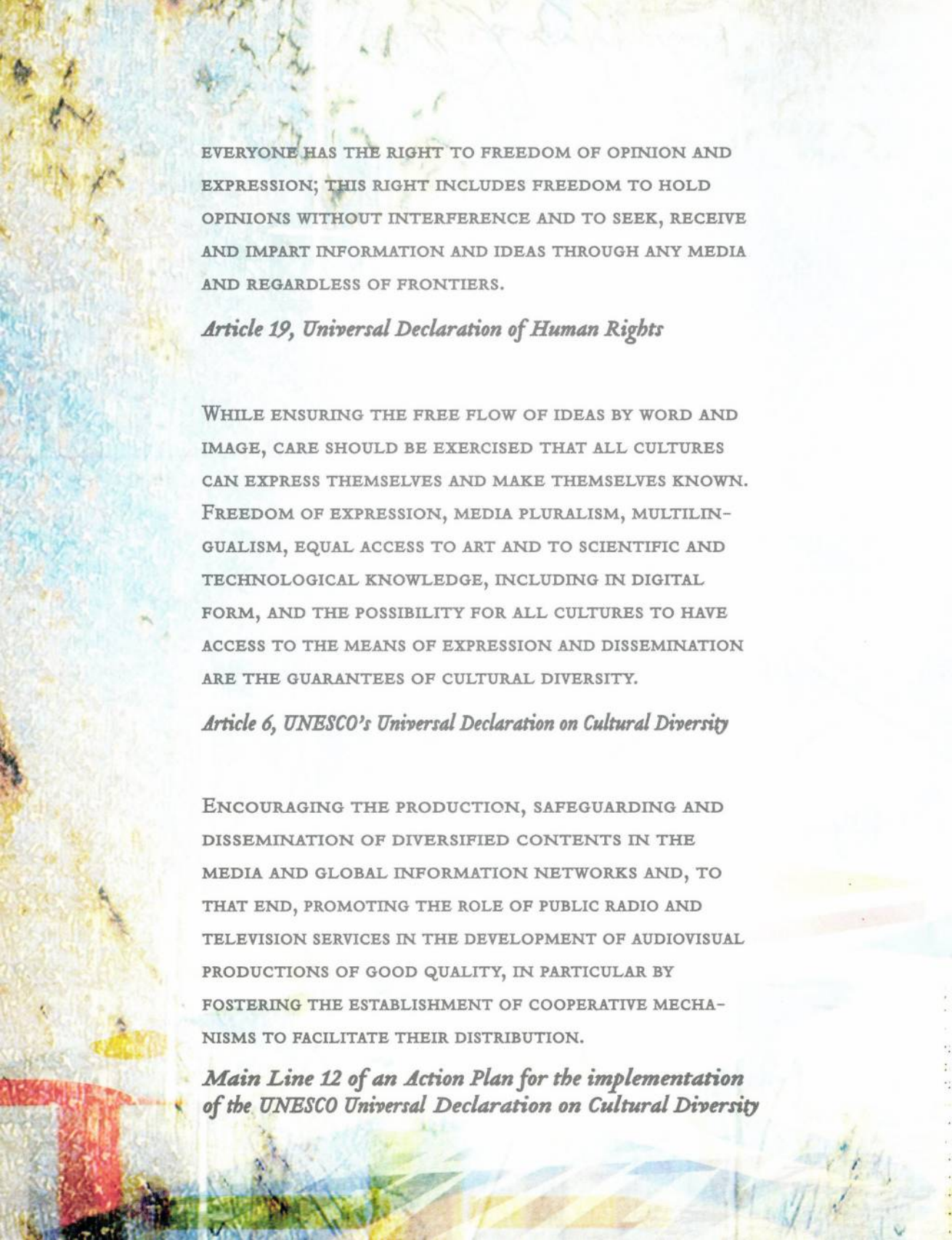
FOR FURTHER INFORMATION, PLEASE CONTACT:



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EVERYONE HAS THE RIGHT TO FREEDOM OF OPINION AND EXPRESSION; THIS RIGHT INCLUDES FREEDOM TO HOLD OPINIONS WITHOUT INTERFERENCE AND TO SEEK, RECEIVE AND IMPART INFORMATION AND IDEAS THROUGH ANY MEDIA AND REGARDLESS OF FRONTIERS.

Article 19, Universal Declaration of Human Rights

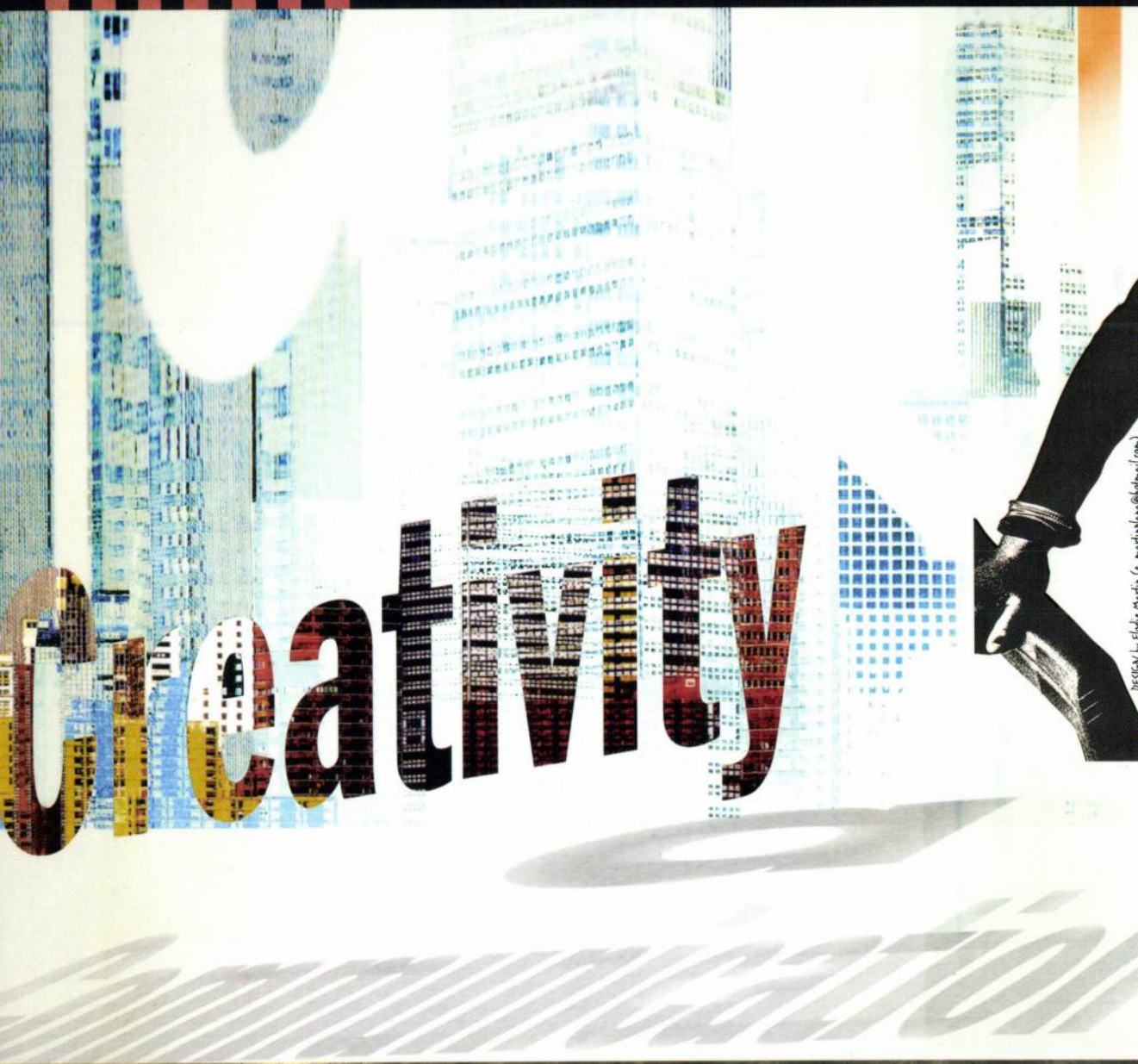
WHILE ENSURING THE FREE FLOW OF IDEAS BY WORD AND IMAGE, CARE SHOULD BE EXERCISED THAT ALL CULTURES CAN EXPRESS THEMSELVES AND MAKE THEMSELVES KNOWN. FREEDOM OF EXPRESSION, MEDIA PLURALISM, MULTILINGUALISM, EQUAL ACCESS TO ART AND TO SCIENTIFIC AND TECHNOLOGICAL KNOWLEDGE, INCLUDING IN DIGITAL FORM, AND THE POSSIBILITY FOR ALL CULTURES TO HAVE ACCESS TO THE MEANS OF EXPRESSION AND DISSEMINATION ARE THE GUARANTEES OF CULTURAL DIVERSITY.

Article 6, UNESCO's Universal Declaration on Cultural Diversity

ENCOURAGING THE PRODUCTION, SAFEGUARDING AND DISSEMINATION OF DIVERSIFIED CONTENTS IN THE MEDIA AND GLOBAL INFORMATION NETWORKS AND, TO THAT END, PROMOTING THE ROLE OF PUBLIC RADIO AND TELEVISION SERVICES IN THE DEVELOPMENT OF AUDIOVISUAL PRODUCTIONS OF GOOD QUALITY, IN PARTICULAR BY FOSTERING THE ESTABLISHMENT OF COOPERATIVE MECHANISMS TO FACILITATE THEIR DISTRIBUTION.

Main Line 12 of an Action Plan for the implementation of the UNESCO Universal Declaration on Cultural Diversity

EDUCATION SHALL BE DIRECTED TO THE FULL DEVELOPMENT OF EACH INDIVIDUAL PERSONALLY AND TO THE STRENGTHENING OF RESPECT FOR HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS. IT SHALL PROMOTE UNDERSTANDING, TOLERANCE AND FRIENDSHIP AMONG ALL NATIONS, RACIAL OR RELIGIOUS GROUPS AND SHALL FURTHER THE ACTIVITIES OF THE UNITED NATIONS FOR THE MAINTENANCE OF PEACE.



DESIGN: L. ELIOTT, M. T. (c) 2008