







United Nations
Educational, Scientific and
Cultural Organization



« Strengthening Cultural Industries
and Improving Access to the
Cultural Goods and Services of
Uruguay »

MDG-F Culture and Development
Joint Programme implemented in

URUGUAY

<p>DURATION : August 2008 – November 2011</p>	<p>CONTRIBUTION TO MDGS :</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>1 ERADICATE EXTREME POVERTY AND HUNGER</p> </div> <div style="text-align: center;">  <p>2 ACHIEVE UNIVERSAL PRIMARY EDUCATION</p> </div> <div style="text-align: center;">  <p>3 PROMOTE GENDER EQUALITY AND EMPOWER WOMEN</p> </div> <div style="text-align: center;">  <p>8 A GLOBAL PARTNERSHIP FOR DEVELOPMENT</p> </div> </div>
<p>UN PARTNERS : UNESCO, UNDP, UNICEF, UNFPA, UNIFEM, UNIDO</p>	
<p>BUDGET : 3.4 million USD</p>	

OVERVIEW :

The Joint Programme aims to strengthen Uruguay’s cultural industries and improve the accessibility of cultural goods and services to its citizens within the framework of the four national development priorities defined under the UNDAF for 2007-2010: sustained and sustainable growth of the Uruguayan economy; poverty reduction; the reduction of inequality and the promotion of human rights; strengthening democracy while increasing civil, political and social citizenship.

Specific objectives :

- Improve the quality and competitiveness of goods produced by the cultural industries
- Improve access of vulnerable social groups to cultural goods
- Strengthen the capacities of cultural institutions

DIMENSIONS ADDRESSED BY THE JOINT

PROGRAMME:

- Economics
- Communication
- Social
- Gender equality

CULTURAL DOMAINS COVERED :

- Performance and celebration
- Visual arts and crafts
- Books and press
- Audio-visual and interactive media

INTERNATIONAL CULTURE CONVENTIONS COVERED :

- 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

GEOGRAPHICAL SCOPE : National

SNAPSHOT OF MAIN ACTIONS :

- **Better quality products and strengthened competitiveness of the country's cultural industries:** creation of Music and Publishing Clusters; participation of tradesmen in international fairs, with technical support to improve the designs of their cultural products; business incubator set up ; trainings in cultural management provided to 44 entrepreneurs
- **Improved access of vulnerable social groups to cultural goods:** inauguration of the Cultural Centre for homeless people (Montevideo) ; artistic workshops organized by prisoners and hospitals; 18 "cultural factories" set up to support the development of cultural ventures; centers equipped for musical and audiovisual productions, providing sound, lighting, photography, editing and technical training
- **Strengthened capacity of cultural institutions:** National Culture Portal created and operational; cultural statistics produced by the newly-established Cultural Information System (SIC); Culture Satellite Account created to calculate the economic value of the culture sector; 40 people hired by DNC (Dirección Nacional Cultural: an entity located within the Ministry of Education and Culture, responsible for developing and implementing cultural policies, launching cultural projects etc.)

BENEFICIARIES :

Direct: 30 900 – 45% women

Indirect: 114 700

- Music managers, publishers and production agencies
- Artists, craft workers and designers
- New cultural entrepreneurs
- Cultural mediators and organizations
- Youth and women in vulnerable social situations, homeless people and prisoners
- Ministry officials and directors
- National University of Uruguay (UDELAR)
- Technical teams
- Luna Nueva (NGO)

LOCAL IMPLEMENTATION PARTNERS :

- Ministries: Education and Culture; Industry, Energy and Mining
- Office of Planning and the Budget; National Division of Small and Medium Enterprises ; National Library of Uruguay
- Spanish Agency for International Development Cooperation (AECID)
- Luna Nueva (NGO)

ALIGNMENT TO NATIONAL PRIORITIES :

The Joint Programme is part of the One UN pilot programme in Uruguay and is in line with the United Nations Development Assistance Framework (UNDAF) for 2007-2010.

SUCCESS STORIES :

- ❖ Craftwork: quality design and greater competitiveness
With a view to fostering cultural and creative industries and promoting local culture, 80 artisans from all over the country participated in "design workshops" to create new handicrafts, which were later displayed across the country. The participants also took part in various fairs to showcase their products.
- ❖ Confirmation and consolidation of a Music Cluster
National institutional capacity in the culture sector has been boosted through joint efforts between UNESCO, UNIDO and the Government to create a Music Cluster, which now coordinates the activities of the country's music industry. A Management Group, responsible for making decisions on behalf of the industry, has been set up within the Cluster and a Strategic Plan has been devised for the music sector. Key results include the organization of debates on the competitiveness of the country's music sector and the establishment of the first association of music producers and managers.

- ❖ Access and production of cultural goods and services: Culture Factories and Cultural Industries
Local economic development has been fostered through the setting-up of “cultural factories” to train cultural entrepreneurs and support their ventures. Musical and audiovisual production centers have also been set up.
- ❖ Business incubator for cultural businesses
Cultural businesses have been strengthened through a three-step programme in which 44 businesses attended a course on setting up and managing businesses and 32 then received personalized advice on how to create business plans and implement their ventures.
- ❖ Urban Cultural centre
Participation in cultural life and social integration of vulnerable groups in Montevideo has been fostered through the inauguration of a Cultural Centre for homeless people, thereby significantly contributing to local social development. The Centre is equipped with a library as well as a music and audiovisual room, and offers services such as digital alphabetization, reading and singing workshops, news reading etc.

FOR FURTHER INFORMATION:

- Joint Programme website:
<http://www.vivicultura.org.uy/>
- MDG-F website :
<http://www.mdgfund.org/program/strengtheningculturalindustriesandimprovingaccessculturalgoodsandservicesuruguay>