



UNESCO
INSTITUTE
for
STATISTICS

**Summary Report of the UIS Caribbean Region Training Workshop on
the 2009 UNESCO Framework for Cultural Statistics,**

Kingston, Jamaica

01-04 December 2009

UIS Culture Statistics Unit

January 2010

I Introduction & Background

This report sums up the discussions and sets out the conclusions of the UIS Caribbean Region Training Workshop on the 2009 UNESCO Framework for Cultural Statistics (FCS) that was held in Kingston, Jamaica from 1st to 4th December 2009. The meeting was organised by the UNESCO Institute for Statistics (UIS) with the support of the UNESCO Kingston office.

This workshop was the first in a series of planned UIS Culture training workshops that will focus on the 2009 UNESCO FCS. The choice of the Caribbean was based on several criteria one of which was a recommendation from the Latin America and Caribbean Regional Consultative Workshop on the 2009 Revised UNESCO Framework for Cultural Statistics that was held in San José, Costa Rica in January 2009 that noted the need for capacity-building for collecting cultural statistics in the Caribbean as a key priority for the region.

The workshop included participants (see Annex 2) from 13 Caribbean countries, comprising statisticians and culture officers, several international organizations, academic institutions and independent consultants as well as the UNESCO Kingston Office.

II Content of workshop

The objectives of the workshop were: 1) to introduce Caribbean country statisticians and policymakers to the new 2009 UNESCO FCS; 2) to apply the 2009 FCS to the context of the Caribbean region and; 3) to learn about the status of Cultural Statistics in the Caribbean region.

The official opening was made by Cesar Toro, the head of the IOCARIBE Office who was the officer in charge of the UNESCO Kingston office and José Pessoa who also introduced the objectives and adoption of the revised agenda.

The goal of the first session was to introduce the key concepts and principles of the FCS to participants. It was followed by discussion. Participants acknowledged that FCS was a useful tool and that it could also help to raise awareness on the importance of cultural statistics. The other sessions of the workshop provided additional opportunities for UIS to provide additional information and explanation to the participants on the FCS.

During the second and fourth sessions, each country was asked to make a 30-minute presentation, including time for questions and discussion. The purpose of the presentation was to provide the group with the status of cultural statistics and the content of cultural policy for their country. A summary of the common elements expressed by the different countries is described below.

- There is a need to be able to measure the economic value of cultural industries and the contribution of culture to development and convey the results to governments and policymakers.

- There is a lack of financial and human resources in the field of cultural statistics, where in most cases, culture statistics is not a priority.
- There is a need to build networks within countries between the different institutions and stakeholders responsible for the culture sector.
- National Statistical Offices (NSO) usually do not work specifically on cultural statistics
- There is an absence of reliable and relevant data on culture
- Key cultural policy areas in the Caribbean are intangible cultural heritage, festivals, and cultural diversity. These areas require further development in term of measurement and data collection.
- Existence of a strong network in the region on the undertaking of cultural activities but not in the area of cultural statistics
- There is an absence of a national framework on cultural statistics in all countries

Nevertheless, few countries possess the statistical capacity in culture as illustrated by Cuba, who has a strong cultural policy that is supported by an extensive statistical foundation. The participants in the workshops confirmed the general lack of reliable, comparable, and relevant data on culture in the Caribbean. Many discussions focused on the need to develop mechanisms to exchange best practices and share knowledge among the different countries of the region.

The third session focused on how to apply the FCS, which was illustrated using examples of cultural trade and cultural employment data and statistics. Each presentation was then followed by several learning exercises. The main objectives of the exercises were to assess the participants understanding and applicability of key concepts. They provided an opportunity for participants to practice and discuss what they learned from the presentations and their reading of the FCS.

The fifth session was dedicated to working in smaller groups where each group was asked to examine a different topic representing one of the FCS cultural domains. The purpose of the exercise was to examine different measurements aspects of the topic chosen pertinent to the Caribbean region. The rapporteur designated in each group presented the results. The exercise provided the group with the opportunity to describe discuss and explore the aspects of the evaluation of economic and social impacts of key cultural activities of the Caribbean region. Group 1, measuring performance and celebration, discussed the different aspects, impact, and key role of the Crop Over festival. The second group, measuring cultural heritage, presented the Port Royal site in Jamaica and its potential to be designated as UNESCO World Heritage Site. The third group, measuring intangible cultural heritage, focused on the UNESCO Convention on Intangible cultural heritage and matched each domain with potential and pertinent measures or indicators. Group 4, measuring tourism, chose the Bob Marley museum as an example and described the various social and economic impacts.

The sixth session was comprised of presentations from 3 experts in culture statistics and cultural information systems and a presentation from UIS on the 2007 UIS Cinema Survey results. The first presentation focused on the performing arts centre project in Bermuda. It consisted in cultural mapping of all cultural activities in Bermuda including a geographical tool on internet. The project is at its initial stages. The internet-based Mexican cultural information system was the focus of the 2nd presentation. The database makes available to users cultural information for local, regional, and federal levels. The third presentation focused on the availability of cultural data and statistics in the Caribbean region. Several analytical studies and examples of cultural data were shown to participants. The final presentation discussed the results of the UIS global feature film survey of 2007. It generated discussions on the success of Nollywood, who's films are quite popular in the Caribbean, the low level of film production, and the lack of cinema data in the region.

The seventh session was dedicated to a discussion of the regional cultural activities. It began with a presentation by CARICOM and their work in the area of cultural statistics. The representative of CARICOM mentioned that despite the existence of a CARICOM cultural policy, the statistical unit of CARICOM had yet to undertake any particular analysis in the area of culture. The CARICOM database took into account the Culture Sector but at this time, no Cultural data were being reported to CARICOM. The session concluded with the presentation of the work program of the Culture Unit of the UNESCO Kingston office. A review of UNESCO's Culture Conventions and the particular activities in the Caribbean was presented.

The eighth session provided the opportunity for UIS to present its Culture Statistics program of work for the next biennium. It was agreed not to undertake a group discussion on Caribbean priorities for a regional data collection. Participants were instead invited to contact directly UIS by e-mail to transmit any suggestions for priorities for a regional culture data collection. The group was pleased that UIS organized a Caribbean only workshop but also felt that the uniqueness of the Caribbean culture was not always reflected in international groups or committees.

III Results/conclusions

The conclusions of the workshops are listed below

- The 2009 UNESCO FCS provides stakeholders with a “common language” for cultural statistics that will help improve the dialogue between culture policy makers and statisticians
- It offered participants a better understanding of the scope of culture and the issues surrounding its measurement. The content, activities and format of the workshop were well received by the participants.
- It offered participants direct training on the use and potential application of the 2009 UNESCO FCS as a tool and methodology for use in cultural statistics.
- The workshop provided the opportunity for participants to network and build relationships

within countries and between countries.

- The workshop served to raise awareness on existing cultural data in the Caribbean region.
- The group identified the need for continued capacity-building in the area of cultural statistics for countries especially in the training of statisticians and culture officers in data collection and undertaking data analysis.

Next steps

Evaluation forms were distributed and completed by workshop participants. The UIS Culture Team will review and assess the workshop evaluations and make any necessary adjustments to the content of the presentations, activity materials, and balance of the workshop agenda as necessary in order to improve the overall training workshop experience.

Annex 1

Agenda

Objectives:

- (a) To introduce Caribbean country statisticians and policymakers to the new 2009 UNESCO Framework for Cultural Statistics (FCS)
- (b) To apply the 2009 UNESCO FCS to the context of the Caribbean region
- (c) To learn about the status of Cultural Statistics in the Caribbean region

Time	Agenda item	Speaker/Moderator
DAY 1: Tuesday 1st December 2009		
08:30-09:00	Participant Registration	
09:00-09:15	Official Opening	UIS/UNESCO
09:15-09:30	Introductions, Objectives and Adoption of the Agenda	José Pessoa
Session 1: The 2009 UNESCO FCS		
09:30-10:00	Cultural Statistics: Challenges in Measurement	José Pessoa
10:00-10:30	The 2009 UNESCO FCS: Concepts and Definitions I	Lydia Deloumeaux
10:30-11:00	<i>Refreshment Break</i>	
11:00-12:00	The 2009 UNESCO FCS: Concepts and Definitions II	Lydia Deloumeaux
12:00-12:30	The 2009 UNESCO FCS: Discussion	José Pessoa
12:30-14:00	<i>Lunch</i>	
Session 2: Cultural Statistics in the Caribbean I		
14:00-14:30	Cultural statistics and policy priorities	Aruba
14:30-15:00	Cultural statistics and policy priorities	Barbados
15:00-15:30	Cultural statistics and policy priorities	Belize
15:30-16:00	Cultural statistics and policy priorities	Bermuda
16:00-16:30	<i>Refreshment Break</i>	
16:30-17:00	Cultural statistics and policy priorities	Cuba
17:00-17:30	Cultural statistics and policy priorities	Grenada
19:30	Welcome Dinner	
DAY 2: Wednesday 2nd December 2009		
Session 3: Applying the 2009 UNESCO FCS I		
09:00-09:30	Cultural Employment Data: Presentation	Lydia Deloumeaux
09:30-10:30	Cultural Employment Data: Activity	Working session
10:30-11:00	<i>Refreshment Break</i>	
11:00-11:30	Cultural Trade Data: Presentation	Lydia Deloumeaux
11:30-12:30	Cultural Trade Data: Activity	Working session
12:30-14:00	<i>Lunch</i>	
Session 4: Cultural Statistics in the Caribbean II		
14:00-14:30	Cultural statistics and policy priorities	Guyana
14:30-15:00	Cultural statistics and policy priorities	Haiti
15:00-15:30	Cultural statistics and policy priorities	Jamaica
15:30-16:00	Cultural statistics and policy priorities	Netherlands Antilles
16:00-16:30	<i>Refreshment Break</i>	
16:30-17:00	Cultural statistics and policy priorities	St. Kitts and Nevis
17:00-17:30	Cultural statistics and policy priorities	Suriname
17:30-18:00	Cultural statistics and policy priorities	Trinidad and Tobago

DAY 3: Thursday 3rd December 2009		
Session 5: Applying the 2009 UNESCO FCS II		
09:00-10:30	Group 1: Measuring Performance and Celebration Group 2: Measuring Cultural Heritage Group 3: Intangible Cultural Heritage	Group Activity
10:30-11:00	<i>Refreshment Break</i>	
11:00-12:30	Plenary Session and Discussion	Group 1 Rapporteur Group 2 Rapporteur Group 2 Rapporteur
12:30-14:00	<i>Lunch</i>	
Session 6: Selected Culture Themes		
14:00-15:00	Cultural Mapping in Bermuda	Gordon Johnson
15:00-16:00	Cultural Management Information System (CMIS)	Alfonso C. Ribot
16:00-16:30	<i>Refreshment Break</i>	
16:30-17:30	Cultural Industries in the Caribbean	Keith Nurse
DAY 4: Friday 4th December 2009		
09:00-09:30	UIS Feature Film Statistics Survey	Estelle Kamau
Session 7: UNESCO Culture Programme Activities in the Caribbean		
09:30-10:30	CARICOM: Regional Priorities in Cultural Statistics	Hortense Fraser
10:30-11:00	<i>Refreshment Break</i>	
11:00-12:00	UNESCO Kingston Office	Himalchuli Gurung
Session 8: UIS Culture Statistics Programme Next Steps		
12:00-12:30	UIS Culture Statistics Programme 2010	José Pessoa
12:30-13:00	Caribbean Priorities for Regional Data Collection	Group Discussion
13:00-13:15	Closing	
13:15-14:30	<i>Lunch</i>	

Annex 2

List of Participants

UIS UNESCO Framework for Cultural Statistics (FCS)

Caribbean Region Training Workshop

1 to 4 December 2009, Kingston, Jamaica

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