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STATISTICS

Summary Report of the UIS Latin America Culture Statistics

Training Workshop

9-12 September 2014,

San José, Costa Rica

UIS Culture Statistics Unit

September 2014

I Introduction & Background

This report summarizes the discussions that occurred during the UIS Latin America Culture Statistics Training Workshop held in San José, Costa Rica from 9-12 September 2014. The meeting was organized by the UNESCO Institute for Statistics (UIS) with the support of the UNESCO San José office.

The workshop was the eighth in a series of UIS Cultural statistics training workshops aimed at implementing the 2009 UNESCO Framework for Cultural Statistics (FCS) globally.

The workshop was attended by close to 40 statisticians and culture officers (see Annex 2) from the following 15 countries: Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Honduras, Mexico, Panama, Paraguay, Peru, Uruguay and Venezuela; two regional organizations ECLAC and Convenio Andres Bello (CAB) and two UIS representatives from the UNESCO Santiago Field Office.

II Content of workshop

The objectives of the workshop were: (a) To provide training on the use and implementation of the 2009 UNESCO FCS; (b) To provide training in selected cultural statistics topics, particularly on culture satellite accounts (c) To inform participants on the cultural activities of UNESCO in Latin America and; (d) To support the development of national and regional professional networks in cultural statistics.

The official opening was made by the Honorable Mrs. Elizabeth Fonseca, the Minister of Culture and Youth of Costa Rica. She invited participants to question themselves on what to measure. She reminded participants of the importance of the economic contribution of culture to the economy and the need to develop adequate statistical instruments to support the development of relevant cultural policies. In her speech Mrs. Pilar Álvarez-Laso, Director of the UNESCO San José Cluster office, highlighted UNESCO's leading initiatives during the last few years for the post 2015 agenda discussions to emphasize the role culture in sustainable development. Both Mrs. Fonseca and Álvarez-Laso attended the first sessions of the workshop about the 2009 UNESCO FCS.

Mr. José Pessoa, head of the UIS culture unit welcomed all participants and mentioned that the workshop will also be an opportunity to share ideas and experiences, best practices and present results from regional and national projects and programs on culture statistics.

Mr. José Pessoa introduced the objectives and the agenda. Each participant then introduced themselves and expressed their expectations for the workshop.

The first session introduced the challenges in measuring culture and the use of cultural statistics as presented by Mr. José Pessoa. Then, Ms. Lydia Deloumeaux, from UIS, explained the key concepts and principles of the 2009 UNESCO FCS and classification standards to participants. Three exercises were given to each participant: 1) the definition of culture using the iceberg; 2) the cultural cycle; and 3) categorizing the FCS domains. The iceberg concept was recognized as pertinent for illustrating measurement constraints and limits of culture.

The second and seventh sessions were dedicated to country presentations. Each country was asked to make a 30-minute presentation, including time for questions and discussion. These presentations highlighted the different level of development of cultural statistics within the region and that developing cultural satellite account was a priority in the region. Countries from the region with more established culture statistical systems were invited to present their projects in each thematic session. Brazil presented their cultural indicators system, Argentina their cultural mapping system and system of information, Uruguay their first results of the culture satellite accounts based on few sectors; Mexico presented as well their first results which included market and non-market valorization, cultural production of households obtained from “*La Encuesta Nacional de Consumo Cultural de México 2012 (ENCCUM)* and finally Colombia their cultural consumption survey. Most countries mentioned that they were developing or in the process to develop a culture satellite account. In Central America, Costa Rica was the most advanced and showed initial results of their cultural satellite account. Other countries mentioned that staff turnover resulted in lack of sustainability in the work and that a lack of expertise and financial resources were also an obstacle preventing the development of culture statistics.

The third and fifth sessions on the applications of FCS focused on three different topics: source of cultural statistics from household and administrative surveys, international trade of cultural flows and cultural employment which were illustrated by country experiences. Countries raised the need for UIS to develop appropriate guidelines to identify relevant administrative sources of cultural statistics. Few countries mentioned that little or no work was undertaken in the region on cultural services that would need to be improved. The presentation on cultural employment was followed by a learning exercise. This exercise used the National Occupation Classification from Panama using 7-digits which highlighted the relevance and usefulness of detailed national classifications to measure more accurately the culture sector.

Session four on Culture Satellite Accounts (CSA) was chaired by Mrs. Diana Rey, Director of the culture unit of CAB. She described CAB’s work consisting in revising the current methodology on culture satellite accounts based on three activities: the production of an implementation guide of the CSA in *Iberoamerican*, the “Mesa virtual” to exchange on the methodology and two manuals about the measure

of cultural heritage and digital culture. Mrs. Diana Rey mentioned that the new manual was using the 2009 FCS concepts. Discussions occurred about clarifying the strengths and limitations of the CSA scope which provided punctual information on the economic contribution of culture but not on the link between culture and development. Argentina, Mexico and Uruguay (financed by external funds) shared their experiences on developing their own CSA in which both CAB methodology and the 2009 UNESCO FCS were used as a reference.

The seventh session was dedicated to regional initiatives. Mrs. Montserrat Martell Domingo from the UNESCO San José office presented the development of the Cultural Information System in Central America. This project was developed in Costa Rica and Honduras in collaboration with CONACULTA MEXICO and Spain to create a network in the region. Mrs. Martell mentioned that these systems provided much valuable information, but their potential was not being exploited. Mr. Ernesto Espíndola from ECLAC presented the different activities undertaken by his institution in culture statistics including the production of two reports on the economic contribution of culture in the region. As of 2013, ECLAC in partnership with OEI provided technical assistance to countries in developing their CSA. Mr Espíndola presented the results and challenges to obtain comparable data for the region.

The eighth session was dedicated to group work. Each group was asked to examine distinct cultural activity or product from Latin America, chosen from the FCS cultural domains. The purpose of the exercise was to identify different measurement aspects of the topic chosen, adequate instruments as well as to name relevant indicators. A rapporteur from each group presented the results. The exercise provided the group with the opportunity to describe and discuss the aspects of the economic and social impacts of key cultural activities of Latin America. The first group *Measuring Performance and celebration* selected the carnival which is a vivid event in some countries in the region. Rio's carnival served as main reference. Economic values of carnival can be captured through revenues and expenditure generated from the activities, tourism and publicity. Participants distinguished the monetary from the non-monetary indicators. Monetary indicators cited were public and private investments and tourism expenditure. The non-monetary indicators focused on assistance distinguishing national from foreign visitors, reasons for which persons will not attend the event and attendance frequency. This Group highlighted the social value of carnival as factor of social cohesion, facilitating social networks and social interactions. The survey instruments noted were cultural consumption surveys and the need to evaluate the productive chain of carnival. Another topic was to monitor cultural policies throughout the years for example by looking at the activities of samba schools associated with Rio's carnival or money reinvested in the economy. The second group, presenting on *Measuring cultural heritage*, chose the newly World Heritage Site "Stone Spheres of the Diquís" from Costa Rica. They attributed anthropological, historical and social values to

the site which contributed to the local community. Participants were interested on measuring the economic impact of this new listing such as tracking an increased number of visitors (national/international) or number and revenues of hotel rooms available or number and revenues of shops or restaurants. The investment to maintain and preserve the site shall also be recorded. They mentioned the development of a qualitative survey to measure social impact as well as symbolic and artistic values of the site. Another indicator was counting the number of academic papers on this topic. The last group on *Measuring visual Arts and Crafts* chose *las carretas*, symbol of Costa Rica characterized by their design and typical colors. The values attributed to this artisanal production are related to the identity of Costa Rica. Data shall be collected on the commercialization and production of *carretas*. Employment and Income surveys were suggested to collect these data.

Mr Juan Cruz Perusia, the UIS regional advisor from the UIS Santiago Office described the UIS technical support in the region. He pointed out that they were aiming to support the culture unit in improving the response rate of the 2014 cinema survey and on implementing the 2015 cultural employment survey in the region. This workshop was also useful for them to build networks in culture statistics.

The last session led by Mr. José Pessoa was dedicated to identifying regional priorities. Results of the discussions are described below:

- UIS should consider producing a “Guide to Identifying Existing Sources of Cultural Data Within a National Statistical System for Member States”
- UIS and ECLAC will contribute to the revision of the CAB Culture Satellite Account Manual
- Participants reiterated the importance of establishing a collaborative platform between Central Bank, National Statistical Offices and Ministries of Culture to develop cultural statistics, especially cultural satellite accounts.
- Some discussions occurred on the need to strengthen networking within the region. Some countries suggested creating a new network, while other countries mentioned that some networks already existed such as SICSUR or the one established by CAB and el *Laboratorio Americano*. Therefore, an alternative would be to unify those networks or to strengthen existing networks.

The workshop was officially closed by José Pessoa. Certificates and all training materials, including countries presentations, were distributed to the participants on a USB key.

Annex 1: Agenda

UIS Latin America Culture Statistics Training Workshop: 9-12 September 2014, San José, Costa Rica

Draft Agenda

Objectives:

1. To provide training on the use and implementation of the 2009 UNESCO Framework for Cultural Statistics (FCS).
2. To provide training in selected cultural statistics topics.
3. To support the development of professional networks in cultural statistics.

Time	Agenda Item	Presenter
DAY 1: Tuesday 9th September 2014		
08:30-09:00	Registration	
09:00-09:30	Official Opening	Ministry of Culture of Costa Rica/ UNESCO/UIS
09:30-10:00	Introductions, Objectives and Adoption of the Agenda	José Pessoa
Session 1: The 2009 UNESCO FCS I: Introduction		
10:00-10:30	Cultural Statistics: Measurement Challenges	José Pessoa
10:30-11:00	<i>Refreshment Break</i>	
11:00-12:30	The 2009 UNESCO FCS: Concepts and Definitions, The Role of Classifications	Lydia Deloumeaux
12:30-13:00	Discussion	
13:00-14:00	<i>Lunch</i>	
14:00-14:30	National Frameworks and Concepts for Cultural Statistics: Global Examples	José Pessoa
14:45-15:15	Chilean Framework for Cultural Statistics	Chile
Session 2: Cultural Statistics in Latin America I		
15:15-16:00	Cultural Statistics in the National Context	Costa Rica
16:00-16:30	<i>Refreshment Break</i>	
16:30-17:00	Cultural Statistics in the National Context	Dominican Republic
19:00	<i>Welcome Dinner</i>	
DAY 2: Wednesday 10th September 2014		
Session 3: The 2009 UNESCO FCS II: Selected Topics in Cultural Statistics		
09:00-10:00	Sources of Cultural Data: Administrative Data and Household Surveys (Presentation and Activity)	José Pessoa
10:00-10:30	Cultural Consumption Surveys: The Case of Colombia	Colombia
10:30-11:00	<i>Refreshment Break</i>	
11:00-11:30	Cultural Indicators: The Sistema de Informações e Indicadores Culturais of Brazil	Brazil
11:30-12:30	Measuring the Flows of Cultural Goods and Services: International Trade Statistics	Lydia Deloumeaux
12:30-13:00	Cultural Statistics in the National Context	Ecuador

Session 4: Culture Satellite Accounts		
13:00-14:00	<i>Lunch</i>	
14:00-14:30	Manual on Culture Satellite Accounts	Convenio Andrés Bello
14:30-15:00	Uses of non-monetary information of CSC, Cultural Atlas case of Argentina	Argentina
15:00-15:30	Experience on Culture Satellite Accounts	Mexico
15:30-16:00	<i>Refreshment Break</i>	
16:00-16:30	Experience on Culture Satellite Accounts	Uruguay
16:00-17:00	Discussion	
DAY 3: Thursday 11th September 2014		
Session 5: The 2009 UNESCO FCS III: Selected Topics (cont.)		
09:00-10:30	Cultural Employment Statistics (Presentation and Activity)	Lydia Deloumeaux
10:30-11:00	<i>Refreshment Break</i>	
Session 6: Regional Culture Programme in Latin America		
11:00-11:30	UNESCO	UNESCO San José
11:30-12:00	Cultural Statistical Activities	ECLAC
12:00-12:30	Book statistics	CERLALC
Session 7: Cultural Statistics in Latin America II		
12:30-13:00	Cultural Statistics in the National Context	El Salvador
13:00-14:00	<i>Lunch</i>	
14:00-14:30	Cultural Statistics in the National Context	Honduras
14:30-15:00	Cultural Statistics in the National Context	Panama
15:00-15:30	Cultural Statistics in the National Context	Paraguay
15:30-16:00	<i>Refreshment Break</i>	
16:00-16:30	Cultural Statistics in the National Context	Peru
16:30-17:00	Cultural Statistics in the National Context	Venezuela
DAY 4: Friday 12th September 2014		
Session 8: The 2009 UNESCO FCS IV: Application		
09:00-10:00	Group 1: Measuring Performance and Celebration Group 2: Measuring Cultural Heritage Group 3: Measuring Visual Arts and Crafts	Group Activity
10:00-10:30	Plenary Session and Group Discussion	Rapporteurs : Group 1 Group 2; Group 3
10:30-11:00	<i>Refreshment Break</i>	
11:00-11:30	UIS Presence in the Field	Juan Cruz Perusia
11:30-12:00	Identifying Regional Priorities	José Pessoa
12:00-12:30	Closing	UIS

Annex 2: List of Participants

**UIS Latin America Culture Statistics Training Workshop:
9-12 September 2014, San José, Costa Rica**

	Country	Name	Organisation
1	Argentina	Mr. Fernando Bercovich Researcher Cultural Information System of Argentina (SInCA)	Ministry of Culture Sede Monserrat. Alsina 1169 2 Piso C1088AAD Buenos Aires, Argentina Phone: (0054) 11 4382 0838 Fax: e-mail: Fernando.bercovich@cultura.gob.ar , Fer.bercovich@gmail.com
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