

**QUESTIONNAIRE ON THE VISIBILITY AND PROMOTION OF THE  
CONVENTION ON THE PROTECTION AND PROMOTION OF THE  
DIVERSITY OF CULTURAL EXPRESSIONS (2005)**

**REPLY SENT BY: SEYCHELLES**

**MINISTRY OF COMMUNITY DEVELOPMENT, YOUTH, SPORTS AND CULTURE**

**DEPARTMENT OF CULTURE**

**DIVERSITY OF CULTURAL EXPRESSIONS**

**QUESTIONNAIRE ON THE VISIBILITY AND PROMOTION OF THE CONVENTION  
ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL  
EXPRESSIONS (2005)**

**The visibility of the Convention**

To increase the visibility of the Convention, the Committee's debate highlighted the importance of the decisive and specific inputs of the following stakeholders:

- (a) policy makers;
- (b) entrepreneurs in the cultural private sector;
- (c) financial partners;
- (d) actors in the educational process;
- (e) civil society actors, namely non-governmental organizations, non-profit organizations, professionals of culture and associated sectors

**1. Have you already undertaken any awareness-raising action in favour of the Convention with one or more of the above stakeholders?**

Yes, we are in the process of recruiting a Consultant on Policy drafting in order to review our national Cultural Policy, so as to include more specific elements of the Convention on Cultural Diversity to facilitate the definition of programmes for implementation of this Convention within our cultural institutions as well as with our partners and stakeholders.

**2. Could there be other stakeholders?**

Yes, there are several other stakeholders who can implement various aspects of this Convention:

- The Ministry of Education through the Cultural Education Curriculum.
- The National Arts Council of Seychelles through artists and the cultural industries initiative, the Arts Associations, as well as through the National Arts Council activities and programmes.
- The Seychelles Tourism Board (STB) through its joint programmes with the National Arts Council of Seychelles and the Seychelles Enterprise Promotion Agency (SENPA) in the handicrafts.

- Affiliations with other foreign arts and cultural organisations who serve other communities resident in Seychelles.
- Liaison with foreign embassies and consulates through bilateral cooperation agreements in the arts and culture.
- Community-based groups
- Youth organisations.

**At the national level, the strategy of communication and awareness-raising in favour of the Convention will need to take account of the nature of the message, the communication tools, the target population, the interaction of the stakeholders, the impact assessment indicators and the financial resources.**

**3. (a) Have you any experience of coordination between the stakeholders? If so, how?**

The main strategy for communication which we have employed at the present time is through direct contact and joint committees to work on common programmes.

**(b) What are the financial resources needed to draw up tools at national level?**

Examples:

- allocation in the budget of the ministry responsible for culture or other;
- special public funds contributed to compulsorily (taxes or otherwise) or voluntarily (with/without incentives);
- international funding (assistance from the International Fund for Cultural Diversity (IFCD), UNESCO or other international agencies and donors);
- other forms

The financial resources needed to draw up tools at national level are:

- Allocation of a budget by the Ministry of Community Development, Youth, Sports and Culture for this purpose in the annual budget of the Secretariat of the Principal Secretary, the various institutions in the Culture Division, and the National Arts Council of Seychelles Council.
- International funding (from UNESCO and other agencies) is a necessity in the light of the current national Economic Reform which has severely impacted the budgets of all our cultural institutions in Seychelles.

**An emblem is used in several UNESCO programmes and conventions to promote their purposes and increase their visibility.**

- 4. (a) If creating an emblem is advantageous, how could it be used and enhanced for IFCD funding, for example?**

An emblem could be reproduced on all promotional materials related to Cultural Diversity, and also for publicity purposes in the media. It would also attract other sponsors you may wish to financially support and also be associated with UNESCO or Cultural Diversity programmes in particular.

- (b) Could it be the subject of an international competition of artists, inter alia? And what would the essential criteria be for choosing the emblem?**

Yes, it's a good idea to invite artists and graphic designers to submit ideas in a competition. However, I feel it is better to select appropriate ideas or elements of the design from these submissions and give it to a professional designer to produce the final concept, which should clearly convey what you want in the Cultural Diversity emblem.

**Criteria:**

- Evidence of the concept of Cultural Diversity reflected in the design.
- Evidence of good formal design and aesthetic elements.
- Evidence of an original idea.
- Evidence that the design is adaptable to different promotional and publicity needs, and can be easily reproduced in any medium.
- Evidence of a clear understanding of the Convention on Cultural Diversity.

**The promotion of the Convention**

**Article 10 concerns education and public awareness, notably through cooperation of Parties with the other Parties and international and regional organizations. The Committee emphasized the role of the young generation.**

- 5. (a) What specific measures and action could be taken? [educational activities, staging of cultural activities, commemoration of a day such as 21 May "World Day of Cultural Diversity for Dialogue and Development", fairs and festivals, etc.]**

Specific measures and action that could be taken:

- Organize arts and cultural activities, fairs and festivals to foster understanding and tolerance between the Seychellois and the various foreign communities resident in Seychelles by highlighting our cultural diversity.

- Celebrate cultural diversity through the arts by commemorating UNESCO days, such International Dance Day, World Music Day, World Theatre Day, etc.
- Invite other communities resident in Seychelles to participate in our annual festivals, (i.e. *Semaine de la Francophonie* (March), *Fet.Afrik* (May), *Festival Kreol* (October).
- Develop cultural education curricula to promote knowledge and understanding of our own respective culture and that of other and nationalities living among us.
- Educate people through the media (e.g. interviews, discussion forums, documentaries, arts and cultural programmes, quiz programmes, etc) about the UNESCO Conventions, all of which promote universal principles which are inter-related to cultural diversity as well as peace, understanding and harmony between people and nations. (e.g. How can you promote cultural diversity without an understanding of Human Rights or even Artists' Rights? How can you promote cultural diversity without freedom of expression?)
- Implement legislations in support of the Convention on Cultural Diversity.
- Arts and cultural exhibitions.
- Using the performing arts through dance, theatre, song, poetry and Rap as a medium of expression for highlighting cultural diversity.

**(b) What type of adequate support could be developed? [education kit, posters, comic strips, clips, others]**

The types of adequate support materials that could be developed:

- Documentary films on various aspects of cultural diversity.
- Books for children illustrated with text and photographs.
- Visual aids for teachers.
- Travelling exhibitions for schools and communities.
- Interactive computer programmes.

**6. With which international and regional organizations would you be in a position to cooperate?**

Regional or international organizations which we could cooperate with are:

- UNESCO Office Clusters in Africa
- SADC member states

- The African Union Commission
- National Arts Councils in the southern African States
- Artists Associations in the Indian Ocean region, Africa, and internationally

**The Convention contributes to the protection and promotion of the diversity of cultural expressions and the reinforcement of cultural industries.**

**7. What in your view is the key message(s) of this Convention?**

The key message of this Convention is:

We are people of different countries and cultures and we need to respect each others' differences in a spirit of tolerance, peace, understanding and harmony, whoever we are and wherever we may be on this planet.

**To convey the essential message(s) of the Convention, would it be useful to appoint spokespersons?**

**8. What should the profile of such a spokesperson be and what role should he/she play?**

Yes, it's a very good idea to appoint spokespersons for this Convention.

The profile of this individual should be as follows:

- Must clearly understand and believe in the Convention.
- Must be able to express clearly and simply the concepts in this Convention in both English and the mother language.
- Have a sound knowledge of PR work.
- Have a good understanding on how to use the media to the maximum in order to promote and publicise the Convention and related activities.

**9. Do you wish to appoint a spokesperson at the national level?**

We will consider the proposal to appoint a spokesperson at the national level.

**10. Have you used the National media [written press, audiovisual, radio, others] to promote the Convention? If so, which?**

We have ensured that the Convention is included in the proposed Cultural Education Curriculum.

**11. Which language versions of the Convention are available in your country?**

The English language version of the Convention is currently available in Seychelles. However, we will eventually have it translated in our two other national languages, which is Kreol and French.

**12. Do you have any other comments to add?**

Any other comments:

Ensure that this Convention on Cultural Diversity is as widely publicized as the Universal Declaration of Human Rights: the two complement each other and should not be seen as separate.

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