

The 2005 Convention and measuring the elusive diversity of cultural expressions

From Montreal 2007 to Barcelona 2008



UNESCO and Cultural Diversity

- Since 1946, UNESCO has:
 - Promoted different approaches to cultural diversity
 - Developed a legal framework accepted by the international community

7 cultural diversity conventions

- Convention concerning the Protection of the World Cultural and Natural Heritage (1972)
- Convention for the Safeguarding of the Intangible Cultural Heritage (2003)
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)



The 2005 Convention

- **Adopted 20 October 2005**
- **Entry into force 18 March 2007**
- Concerns **cultural expressions** and cultural activities, goods and services that convey identities, values and meanings
- Underlines the **dual nature** both economic and cultural of cultural activities, goods and services, and their vulnerability
- Reaffirms the **sovereign** right of States to protect and promote the diversity of cultural expressions and do that by developing specific measures and policies targeting specific forms of expression
- Seeks to create a platform for international cultural **cooperation**



Rights of parties at the national level (Art. 6, 7)

- Provide opportunities for domestic cultural activities and for independent cultural industries
- Provide public financial assistance
- Encourage non-profit organizations to stimulate creativity
- Ensure an environment which encourages individuals and social groups to create and distribute their cultural expressions and to have access to diverse cultural expressions from all over the world



International cooperation for development

- Art. 12 International Cooperation
- Art 13 Integration of culture in cooperation for sustainable development
- Art. 14 Foster the cultural sectors of developing countries
- Art. 16 Preferential treatment for developing countries
- Art.18 Creation of an International Fund for Cultural Diversity



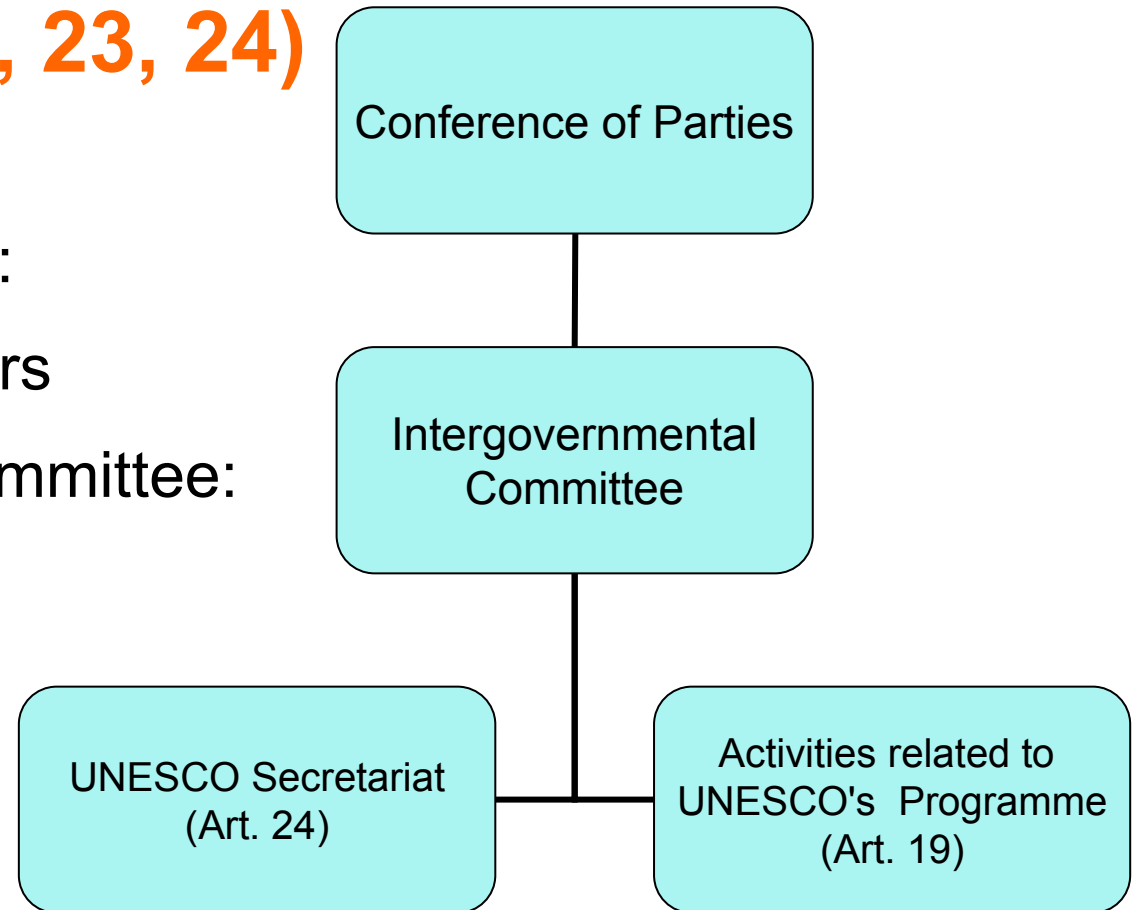
Art. 9, 10, 19

- Information sharing and transparency
- Education and public awareness-raising
- Exchange, analysis and dissemination of information : *UNESCO shall facilitate, through the use of existing mechanisms within the Secretariat the collection analysis and dissemination of **all relevant information, statistics concerning the diversity of cultural expressions** and best practices for its protection and promotion*



Organs (Art. 22, 23, 24)

- Conference of Parties:
1 meeting every two years
- Intergovernmental Committee:
1 annual meeting
- UNESCO Secretariat



States Parties elected to the Intergovernmental Committee

Group I	Group III	Group V (a)
Austria: 2007-2009	Brazil: 2007-2009	Burkina-Faso: 2007-2009
Canada: 2007-2009	Guatemala: 2007-2009	Mali: 2007-2009
Finland: 2007-2009	Mexico: 2007-2011	Mauritius: 2007-2011
France: 2007-2009	Saint-Lucia: 2007-2011	Senegal: 2007-2011
Germany: 2007-2011		South Africa: 2007-2011
Greece: 2007-2011		
Luxembourg: 2007-2011		
Group II	Group IV	Group V (b)
Albania: 2007-2009	China: 2007-2009	Oman: 2007-2011
Croatia: 2007-2011	India: 2007-2011	Tunisia: 2007-2009
Lithuania: 2007-2011		
Slovenia: 2007-2009		

Members: Terms of office



Spelling out the Convention ; operational guidelines

First Conference of Parties 18-20 June 2007

- Elected the 24 members of the Intergovernmental Committee, respecting geographical distribution
- Two meetings of IC; Ottawa Dec 2007 and Paris June 2008.
- Report Montreal INF Document
- Recommendations on implementation and application of the provisions in the Convention, Arts 7,8 (measures to protect and promote), 11 and 15 (civil society and partnerships) and situations of serious threat 17
- Paris Dec 2008 Arts 12, 13 14, 16 and 18



Spelling out the Convention ; operational guidelines Art 17 + 8

Paris June 2008

- Measures to protect cultural expressions – special situations
- Art 8 and 17
- Special situations risk of extinction, under serious threat or otherwise need urgent safeguarding. Measures can be taken short/long term
 - no other UNESCO convention protects it
 - identify the risk of threat involving experts, civil society and grass roots community
 - demonstrate the source of the data among alia with factual data
 - Determine the vulnerability of the expression at risk
 - appeal to International cooperation



Next steps

- Second Conference of Parties June 2009 – Operational guidelines for remaining items 9, 10 19 and 20 -21?
- Third Conference of parties June 2011 – First reports to UNESCO on measures taken to protect
- 2015 submissions of reports – Disputes



Measuring the diversity of cultural expressions – Montreal 2007

- Limited experience and knowledge nationally and internationally on how to collect and analyse information relevant to diversity of cultural expressions
- Central challenge : clarify “cultural expressions” their “diversity” & the notion of “vulnerability”
- Little information already available
 - * Music/book sectors
 - * media diversity
 - * women in the arts
- Launching a long-term & inclusive research agenda to **serve the Convention purposes**



Montreal 07

- Explored possibilities and limits. Need to create new knowledge in measuring diversity to monitor and assess implementation of the Convention and achievement of objectives
- Linking data/stats evidence w/ policy making
- FCS as reference for definitions – and eventual framework
- Through the value chain
- Expressions with commercial non commercial value
- Domestically and internationally
- Universal variables / local voluntary
- Defining discrete categories of cultural expressions for statistical measurement – indicators of variety and balance and eventual indicators of change
- Focus on status of available data and specific projects



Long- term process

- Conceptualization of the problem: how can diversity of cultural expressions be measured
- Provide technical backup to UNESCO Secretariat to follow up on the Convention implementation

2009 – 2011 Reporting format what to report on? Vulnerability

2011 – 2015 Reports

2015 – Eventual disputes cases for which evidence is to be produced



Enabling environment

- Conditions that allow diversity to flourish
 - Freedom of expression
 - Social networks
 - Ethnic diversity
 - Availability of technology and access to infrastructure
 - Educational capacity



On what? Definitions

- Diversity, cultural expressions, cultural goods services and activities, cultural diversity
- Cornerstone *Cultural expressions*
 - Montreal > inductive approach, start measuring unquestioned forms of cultural expressions protected under the Convention and arrive progressively to define the contours of an agreed definition (Romeria del Rocio/flamenco/local music)
 - From creation production distribution and consumption



Supply and consumption

- Diversity of x as being made available to different communities and social groups
- Diversity as being used and consumed

