

THE 2005 CONVENTION

Ratified by 146 Parties (and counting), the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions is the first international treaty that provides a policy framework to create dynamic creative sectors. Parties are developing sound policies and measures to support every stage of the value chain, involving not only the culture sector, but reaching across, economic development, employment, finance, education and many more.

The core of the **2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions** is to recognize the dual nature of cultural goods and services. Films, music, books and the myriad of other contemporary creative expressions produced by artists and creative professionals are more than mere commodities. They also **carry meaning and values, shape opinions and foster mutual understanding.**

The diversity of cultural expressions can be promoted only if human rights and fundamental freedoms are guaranteed. The Convention therefore promotes the rights of artists including their economic and social rights and artistic freedom as well as the promotion of gender equality in the culture sector.

FOUR OVERARCHING GOALS



GOAL

1



GOAL

3



GOAL

2

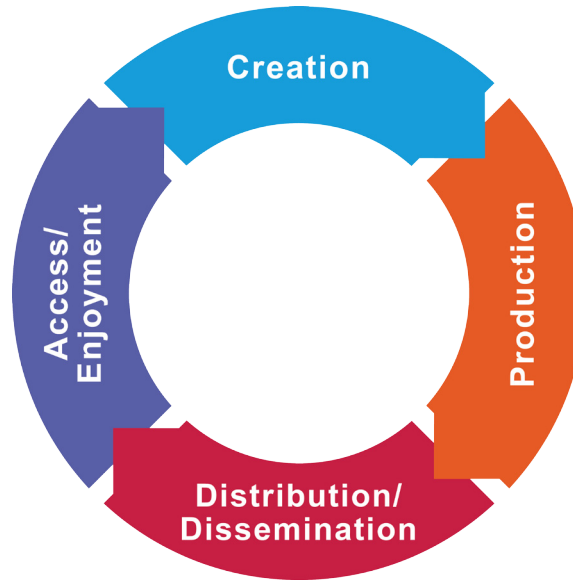


GOAL

4

For more information, please visit:
<https://en.unesco.org/creativity/>

VALUE CHAIN



INTELLECTUAL PROPERTY RIGHTS

Intellectual property (IP) protection is a key contributor to the promotion and protection of the diversity of cultural expressions. The 2005 Convention and IP protection are largely mutually supportive.



United Nations
Educational, Scientific and
Cultural Organization



The Republic of Uganda



Ministry of Gender, Labour
and Social Development
Republic of Uganda

Uganda National Commission for UNESCO

FOR MORE INFORMATION

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United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions



Ministry of Culture, Sports
and Tourism

STRENGTHENING THE ARTISTIC, DESIGN & MARKETING
 SKILLS OF UGANDAN WOMEN PROFESSIONALS





STRENGTHENING THE ARTISTIC, DESIGN & MARKETING SKILLS

of Ugandan women professionals

Employing more people aged 15-29 years than any other sector, the cultural and creative industries (CCI) can make up to 11% of a country's total employment. Indeed, CCIs (e.g., publishing, film, audio-visual, music, etc.) have become widely acknowledged as essential tools for inclusive economic and social development, influencing income generation, export earnings and reducing inequalities and poverty.

The Government of the Republic of Korea has been supporting a UNESCO project to empower Uganda's creative women professionals working in the field of design/craft industries through training on artistic, design, marketing and management skills.

The project is implemented in the framework of the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which Uganda ratified in 2015.

SPECIFIC OBJECTIVES

- To identify needs, gaps, institutions and points of contact in 3 regions of Uganda through a mapping exercise and an assessment of the creative design/craft sector;
- To build the capacity of Ugandan women creative professionals in artistic design, management and marketing in order to improve their business acumen;
- To raise awareness about the importance and role of the creative industries in the socio-economic development of the country by showcasing works developed by the trained women creatives.

The results of the creative industries mapping study undertaken by the Uganda National Commission for UNESCO in 2009 indicates a high potential for Uganda's design/craft sector to foster economic growth, job creation, export earnings and to promote social inclusion, cultural diversity and human resource development, provided key skills in creative design, artistic product development and marketing are improved upon.

RESULTS

The project trained 150 women in Northern, Eastern and Western regions of Uganda. They are empowered to use their marketing knowledge and skills to access not only domestic but also international markets. The training manual developed by the project is expected to be used as a core material in other training all over the country.

IMPLEMENTATION PARTNERS

- Ministry of Gender, Labor and Social
- Uganda National Commission for UNESCO
- National Crafts Association of Uganda
- The Uganda National Cultural Centre
- Ministry of Tourism, Wildlife and Antiquities
- Ministry of Education and Sports (NCDC)
- The Export Promotion Board
- The Private Sector Foundation
- University of Makerere, Arts and Culture Department