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منظمة الأمم المتحدة  
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## Diversity of Cultural Expressions

4 IGC

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### INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

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#### INFORMATION DOCUMENT

This document summarizes specific activities undertaken by the Parties and civil society organizations during 2009-2010 to implement the strategy to promote ratification in accordance with Decision 3.IGC 4. The information presented is a result of the consultation launched by the Secretariat on 18 August 2010 and provides additional information to that presented in document CE/10/4.IGC/205/4.

## I. Background

Pursuant to Decision 3.IGC 4 adopted by the Committee at its third session (December 2009), the Secretariat sent the Parties to the Convention and the NGO-UNESCO Liaison Committee a letter dated 18 August 2010 asking for information about the activities they had undertaken to implement the strategy to promote ratification.

The Secretariat received responses from 29 Parties (Australia, Austria, Bangladesh, Bosnia and Herzegovina, Brazil, Cambodia, Canada, Chile, China, Cuba, Czech Republic, Denmark, Estonia, Finland, Iceland, Ireland, Latvia, Montenegro, New Zealand, Nigeria, Norway, Oman, Portugal, Romania, Serbia, Spain, Syrian Arab Republic, the former Yugoslav Republic of Macedonia and the European Union) and from three civil society organizations (International Federation of Coalitions for Cultural Diversity (IFCCD), International Federation of Arts Councils and Culture Agencies (IFACCA) and the International Music Council (IMC)). A contribution from Oman was received by the Secretariat after the deadline. For this reason, information could not be included in document CE/10/4.IGC/205/4 “Progress of ratifications to the Convention”, but is included in this information document.

The Parties’ responses show that activities undertaken are in line with the strategy adopted by the Committee at its third session (December 2009). The responses from *civil society organizations* provide an update on their efforts, particularly in under-represented regions, as outlined in paragraphs 19, 20 and 25 of document CE/10/4.IGC/205/4.

This document presents a summary of contributions on the implementation of the ratification strategy. Countries are listed below in alphabetical order. Some Parties have additionally provided input on the implementation of the Convention in their country as a first step towards effective promotion of its ratification.

## II. Summary of information by country

**Australia** has implemented initiatives in the field of communication, through:

- the establishment of an English-language website on the Convention (<http://www.arts.gov.au/culturaldiversity>);
- exchanges with civil society organizations at the international level, in particular with the International Federation of Coalitions for Cultural Diversity (IFCCD) and with intergovernmental organizations, particularly the Commonwealth Foundation.

The activities undertaken by **Austria** as part of the ratification strategy were undertaken within:

- bilateral and regional coordination mechanisms and the multilateral networks to which it belongs, e.g.:
  - promotion of the Convention is included in bilateral agreements on cultural cooperation as well as in cultural cooperation work plans;
  - the European Union, as part of the “European agenda for culture in a globalizing world”;
  - the Council of Europe, under its Steering Committee for Culture (CDCULT);
  - the SEE Council of Ministers of Culture (South-East Europe);

- meetings of ASEM Culture Ministers (Asia-Europe Meeting);
- the Cotonou Agreement, where development cooperation, for example, includes measures on the promotion of cultural heritage, local cultural industries and access to European markets.
- an active network of civil society organizations at the international level: the Austrian National Commission for UNESCO has coordinated the activities of the Austrian Working Group on Cultural Diversity (ARGE Kulturelle Vielfalt), which is a member of the European Union and the networks of coalitions. Financial support enables members of the Austrian working group to contribute to meetings of the International Network on Cultural Diversity.

**Brazil** also promotes the ratification of the Convention through:

- bilateral and multilateral cultural cooperation agreements, including the associated work plans: all international agreements signed by the Brazilian Ministry of Culture contain clauses on respect for the principles and provisions of the Convention, including those concluded with countries which have not yet ratified it;
- adopting the theme of cultural diversity within Mercosur Cultural (community of South American countries) and placing it on the agenda of every technical meeting of “Mercosur on Cultural Diversity” held thus far.

**Canada** has been active in many intervention areas designed to encourage ratification, both through communication initiatives and by including the principles and objectives of the Convention in the relevant bilateral and multilateral agreements and action plans, including:

- a website and a bimonthly newsletter in English, French and Spanish, hosted through the Secretariat for Cultural Diversity of the Ministry of Culture, Communications and the Status of Women of the Quebec Government, which are devoted entirely to issues relating to the Convention and are consulted by visitors from more than 100 countries (<http://www.diversite-culturelle.qc.ca>);
- advocacy events, debates and analysis conducted within the framework of bilateral meetings and in various international fora of which Canada is a member (the Commonwealth; the International Organization of the Francophonie – through the Working Group on Cultural Diversity; the Organization of American States – through the Inter-American Committee on Culture, and UNESCO), for example:
  - the Inter-Parliamentary Conference on the Diversity of Cultural Expressions (CIDEC 2011), organized by the Parliamentary Assembly of the Francophonie in cooperation with the National Assembly of Quebec (Quebec, 2-3 February 2011), which will examine *inter alia* the implementation process of the Convention and will promote ratification;
  - a meeting organised in Jakarta (24 and 25 June 2010) on the side-lines of a two-day workshop organized by the Hivos Institute together with representatives from the Indonesian Government and Indonesian civil society in order to promote ratification of the Convention to non-States Parties.
- support for a number of institutions and civil society organizations that play a role in promoting ratification, such as the International Network on Cultural Policy (INCP) and the International Network of Lawyers for the Diversity of Cultural Expressions (RIJDEC).

**Cuba** has undertaken several activities, particularly in the field of communication, including:

- organizing some 20 international events (publishing, cinema, music, digital art, traditional art, ballet, etc.) focusing on safeguarding and promoting the diversity of cultural expressions in order to encourage countries that have not yet done so to ratify the Convention;
- promoting an awareness of the Convention and the call for ratification amongst specialists, senior managers and officials of the Ministry of Culture and its cultural institutions in the various international meetings they have attended:
  - Meeting of the Ministers of Culture of the Bolivarian Alliance of the Peoples of Our America (ALBA) in Dominica;
  - Forum of Ministers of Culture and Officials in Charge of Cultural Policies of Latin America and the Caribbean (Ecuador);
  - Second World Conference on Arts Education (South Korea);
  - Executive Committee of the Regional Centre for Book Development in Latin America and the Caribbean (Colombia);
  - Meetings of Youth for Latin American and Caribbean Integration “Participation, Culture and Development” (Ecuador);
  - Second Ibero-American Congress on Culture (Colombia);
- support for activities conducted by civil society and the international non-governmental organizations in Cuba that play a role in promoting ratification.

The **Czech Republic** undertook advocacy work in various meetings and negotiations in which Czech experts consulted with their partners from other countries – including those which have not yet ratified the Convention – and spoke in favour of ratification and implementation of the Convention.

The activities of the **European Union** (EU) concerning the strategy to promote ratification were based on:

- communication and awareness-raising activities, including a celebration in Brussels on 8 December 2010 of the fifth anniversary of the adoption of the Convention, with the participation of relevant Commissioners, the Director-General of UNESCO, the Ministers of Culture and/or Development of the EU Member States and developing countries, and celebrities from the cultural sector who are from or have close ties with developing countries;
- integrating the principles and objectives of the Convention in the EU’s regional, bilateral or international exchanges, in particular:
  - the requirement for countries wishing to join the EU to have ratified the Convention and to respect its principles and objectives;
  - the establishment of the “European agenda for culture in a globalizing world”;

- the work done by the EU within the framework of the Euromed Partnership (27 EU Member States and 12 countries bordering the Mediterranean Sea) and the Asia-Europe Dialogue (ASEM-Asia-Europe Meeting). In this context, the European Commission supports the Asia-Europe Foundation (ASEF);
- the establishment of a new “Protocol on Cultural Cooperation”, which promotes the principles and implementation of the Convention: the partner country must have ratified the Convention before the Protocol can enter into force;
- an interregional programme of support for cultural programmes (cooperation with third countries) in which the principles and objectives of the Convention and its eventual ratification play a relevant role.

With a view to encouraging ratification, **Montenegro** hosted the Fourth Ministerial Conference on Cultural Heritage in South-Eastern Europe, which focused mainly on raising awareness and promoting the objectives and principles of the Convention. A working group was set up to focus specifically on strengthening regional cooperation, including through the application of Articles 12 and 13 of the Convention.

**Oman** has taken steps at the national and international levels to encourage countries that have not ratified the Convention to do so, particularly the Gulf and Arab States. This has been done during ministerial meetings (General Cultural Assembly of the Gulf Cooperation Council; meetings of culture ministers from the Arab States) and through the cultural committees of international organizations.

In addition to some specific communication activities (systematic dissemination of the “10 keys to understanding the Convention” information kit and translation, together with Brazil, of the summary of the Report on “Investing in Cultural Diversity and Intercultural Dialogue”), **Portugal’s** efforts to promote ratification focused on its consultations with international organizations: at the seventh Meeting of Culture Ministers of the Community of Portuguese-Speaking Countries (CPLP), Members adopted a paragraph in favour of ratification of the Convention in the Final Declaration.

**Spain’s** commitment to the implementation of the strategy for encouraging ratifications took the form of:

- support for the development of communication tools for the promotion of the Convention (including through the development of a global campaign for the visibility of the Convention, and the translation and dissemination of information tools as well as training in cultural policy);
- references to the principles and objectives of the Convention and the benefits of ratification during regional and international exchanges such as the Ibero-American Congress on Culture (held annually), the bicentenary commemorations of the independence of Latin American republics, and during the Spanish Presidency of the European Union;
- support for a number of projects run by the Global Alliance for Cultural Diversity and its contribution to the International Fund for Cultural Diversity (IFCD), which aims to encourage ratification, particularly by developing countries which may wish to apply for financial support from the IFCD.

### III. Summary of information from civil society organizations

The **International Federation of Coalitions for Cultural Diversity** (IFCCD) has been active in the area of communication and awareness-raising (through meetings or provision of information materials), especially in under-represented regions such as the Asia and the Pacific region:

- event-based communication activities included the following meetings:
  - July 2010 – Meeting of representatives from organizations made up of cultural professionals from Singapore, Australia, the Solomon Islands, Tonga, Fiji, Papua New Guinea, Kiribati and the Cook Islands;
  - March 2010 – Meetings with cultural organizations in Japan to identify the key cultural organizations for promoting ratification of the Convention and to launch a coalition for cultural diversity;
  - May 2010 – “U40 Americas” Meeting in Montreal, bringing together a regional network of professionals from different disciplines who are willing to promote ratification of the Convention;
  - regular events held on key dates for the Convention (17 March – the anniversary of entry into force; 21 May – World Day for Cultural Diversity for Dialogue and Development; 20 October – anniversary of the adoption of the Convention).
- among the communication activities relating to the production and dissemination of information materials (brochures, websites, videos), the following should be highlighted:
  - the “Coalitions in Movement” bulletin, prepared by the secretariat of the Coalition for Cultural Diversity (CCD) and the International Federation of Coalitions for Cultural Diversity (IFCCD), which is distributed to over 1,500 addresses worldwide;
  - a video clip on the Convention.

The **International Federation of Arts Councils and Culture Agencies** (IFACCA) has been active in the area of producing and disseminating materials for communication and advocacy, including:

- a report in English, French and Spanish was published in July 2010 to help its members and other agencies gain a better understanding of the principles, objectives, benefits and terminology of the Convention;
- a website containing a number of pages relating to the promotion of the Convention.

The **International Music Council** (IMC) has developed advocacy initiatives which involve using its membership to relay information in all the countries where it is represented. In this context, the IMC has undertaken a number of activities to inform its members and make them better advocates (dissemination of materials prepared by the UNESCO Secretariat, preparation and dissemination of promotional materials for its members, introducing the theme of ratification in the most recent IMC World Forum, etc.). Most of its members are now able to undertake education and communication initiatives at the national level, including advocacy work with the National Commissions of countries that are likely to ratify the Convention, or by participating in the programmes of national coalitions for cultural diversity.