***Excerpt from the draft 37 C/5 revised as of 22 July 2013***

**Major Programme IV – Proposed Programme Priorities for 37 C/5**

**Building peace and sustainable development through culture, heritage and creativity**

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**Strategic Objective 1:   
Protecting, promoting and transmitting heritage**

**MLA 1: Protecting, conserving, promoting and transmitting culture, heritage and history for dialogue and development**

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**Strategic Objective 2:  
Fostering creativity and the diversity of cultural expressions**

**MLA 2: Supporting and promoting the diversity of cultural expressions, the safeguarding of intangible cultural heritage and the development of cultural and creative industries**

In times of crisis, new social and economic models have to be developed in which creativity, creative industries and intangible cultural heritage play an important role as source of innovation. UNESCO will therefore continue to promote cultural creativity and innovation as a vector of dialogue, cooperation and mutual understanding, and as a specific component of broader initiatives to promote innovative approaches to sustainable development. Communities and practitioners will be at the centre of all efforts, in particular the youth, who should be given the opportunity to develop their creative potential, with special attention given to Africa, SIDS and LDCs. Cooperation with cultural actors, NGOs, non-profit organizations, experts, and centres of expertise will be pursued to this end.

Action under this MLA will concentrate on strengthening the legal, policy, institutional and human environments that safeguard the intangible cultural heritage and promote creativity and the emergence of dynamic cultural and creative industries, on supporting the effective implementation and monitoring of the 2003 and 2005 Conventions and their mechanisms of international cooperation and on reinforcing cooperation at the national, regional and international levels through knowledge sharing and operational partnerships.

The 2003 Convention’s potential as a powerful tool to improve the social and cultural well-being of communities and to mobilize innovative and culturally appropriate responses to the various challenges of sustainable development – climate change and natural disasters, loss of biodiversity, safe water, conflicts, unequal access to food, education and health, migration, urbanization, social marginalization and economic inequities – will be fully explored. Traditional systems of conflict avoidance can help prevent disputes and facilitate peace-building, while also playing crucial roles in recovery and reconciliation. Emphasis will be given to empowering marginalized and vulnerable communities and individuals to participate fully in cultural life through the continued creativity that is a defining characteristic of intangible cultural heritage, and to make cultural choices according to their own wishes and aspirations. Customary practices of environmental protection and resource management will be reinforced to strengthen disaster risk management and support adaptation to climate change.

The 2005 Convention will support mechanisms that foster creativity and support the emergence of dynamic cultural and creative industries as a tool for inclusive economic and social development, including those that that foster local production of cultural goods and services, the development of local markets and access to platforms for their distribution/exchange worldwide. Priority will also be given to reinvigorating the international debate to improve socio-economic conditions for artists, promote individual mobility and preferential treatment for creative works from the global South. In addition, UNESCO will continue its efforts to support artists through fellowships and grants for young artists.

Particular attention will be placed on the further development of capacity building programmes to support the effective implementation of the 2003 and 2005 Conventions at the national level. This is to be achieved through demand-driven technical assistance and engagement of local and regional expertise, including the training of experts; and the production and dissemination of training materials and tools, including for policy making, data collection and partnership development.

In strengthening the international mechanisms of the 2003 and 2005 Conventions, efforts to increase ratifications will continue to be pursued and the decision-making process of its governing bodies will be facilitated and supported. Their roles as forums for international cooperation will be strengthened, in particular through the effective management of their respective Funds and proactive fund raising strategies.

Enhanced international cooperation to support indicator development/benchmarking, notably through the UNESCO Culture for Development Indicator Suite, and the collection of information, data and best practices to be disseminated through the knowledge management tools system will be essential for their effective monitoring.

Partnerships with other UN, international and regional organizations as well as with civil society networks will be established for the implementation of both Conventions at the country level and synergies will be pursued.

Action to enhance global awareness of the importance of intangible cultural heritage and creativity for sustainable development, social inclusion and cohesion, dialogue and peace, will be further developed, notably through knowledge management and strategic cooperation with external partners. In this regard, translation and its role in promoting mutual understanding will be enhanced and cooperation with African and Arab States will be strengthened.

International cooperation will be furthermore enhanced under the revitalized International Fund for the Promotion of Culture which will be developed as a catalyst of culture for sustainable development by supporting arts and creativity projects in developing countries, in synergy with the other UNESCO Funds in the field of culture. Particular attention will be paid to developing adequate fund-raising strategies to sustain this Fund. Capacities to nurture cultural expressions and creativity for dialogue and social cohesion through the arts will be strengthened for all generations in particular for children and youth. To this end, arts education will be further promoted and new partnerships will be sought at all levels of the education systems, formal and informal. Such capacity development actions will be complemented by world class initiatives to promote the visual and performing arts, undertaken in partnership with leading artists, architects and institutions from all regions.

The Creative Cities Network will be further developed to better capitalize on cities and local governments as major partners for promoting sustainable development through international cooperation between cities of developed and developing countries. In this regard, the Network will continue to explore the challenges of rapid global urbanization and urban renewal and further promote cities as hubs of creativity and innovation. Emphasis will be given to the growth of the network, in numbers of cities and quality of exchanges by offering leverage for stronger interaction between stakeholders: private and public sectors, decision makers and civil society, in particular in developing countries and Africa. Programmes will be developed jointly with the cities for poverty alleviation and improved social balance between communities.

**EXPECTED RESULTS**

1. **National capacities strengthened to safeguard the intangible cultural heritage, including indigenous and endangered languages, through the effective implementation of the 2003 Convention**

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| **Performance indicators** | **Benchmarks** |
| * Governing bodies of the 2003 Convention supported through the effective organization of their statutory meetings | * *General Assembly [2], Committee [4] and Advisory Bodies meetings organized* |
| * National policies and human and institutional resources for intangible cultural heritage developed and/or strengthened | * *Policies developed or revised in 30 States and human and institutional resources strengthened in 50 States* * *2 regions pilot the integrated heritage education programme developed (in collaboration with ERs 1,2,3 and 4) (extrabudgetary)* |
| * Number of safeguarding plans developed and/or implemented | * *200 plans developed and/or implemented* |
| * Number of international assistance requests processed and effectively implemented, nominations processed and best practices promoted | * *50 international assistance requests processed and 30 projects implemented* * *180 nominations and 5 best practices* |
| * Number of periodic reports on the implementation of the Convention at the national levels provided by Parties analysed and monitored | * *100 reports, of which 50 address gender issues* |
| * Number of States Parties to the Convention increased | * *15 new States Parties* |
| * Number of organizations within and outside the United Nations system, civil society, and the private sector contributing to programme delivery. | * *100 NGOs accredited or renewed* * *At least 7 category 2 centres fulfilling their mandates* |
| * Knowledge produced by all stakeholders involved in the implementation of the Convention available through the knowledge-management system | * *At least 200 stakeholders contributing* * *100% increase of number of pages dedicated to capacity-building and policy benchmarking* |

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**Global priorities**

**Gender equality**

Inspired by the growing international momentum around the culture and development agenda as well as the recognition that sustainable development and peace are best achieved through ensuring equality between women and men in all fields of social, political, economic and cultural life, UNESCO’s action in the period 2014-2017 will seek to make an original and significant contribution to the post-2015 development agenda, by promoting the conditions to ensure equal access to cultural heritage, equal participation in the transmission of cultural values, gender equality in vocational education and training and the empowerment of women.

Building on the recommendations and findings of recent UN reports and UNGA resolutions, and the Reports of the Special Rapporteur on Cultural Rights, as well as the Stockholm Conference Action Plan on Cultural Policies for Development (1998), UNESCO research findings and periodic reporting under the cultural conventions, the Organization will promote increased global awareness about gender equality and culture as a sector, in order to advance policy-making and action in this important but so far under analysed development field. This will include the identification and promotion of best practices, policies and programmes which support women’s empowerment and gender equality, and the preparation of a report in this regard.

**Expected Results**

* Increased recognition of women’s contributions to culture
* Cultural policies that respect gender equality, women’s rights and freedom of expression and ensure women’s access to decision making posts and processes
* Creative horizons of women and girls broadened through enhanced cultural literacy and dialogue
* Women’s and girls’ access to and participation in cultural life, including cultural heritage, the capacity for creative expression and enjoyment of cultural goods and service enhanced.

**Priority Africa**

Priority will be given to working with African Member States and regional and sub-regional partners, universities and networks to promote the contribution of heritage and creativity to peace and sustainable development and regional integration. In this context, UNESCO will enhance its cooperation with the African Union, the sub-regional organizations and contribute to the achievement of its objectives. Heightened emphasis will be placed on strengthening policies as well as the institutional and professional capacities necessary to ensure the effective protection, safeguarding and promotion of heritage, respect for cultural identities and the development of viable cultural and creative industries as drivers for growth and peace. The implementation of the Plan of Action for the Rehabilitation of the Cultural Heritage and the Safeguarding of the Manuscripts in Mali adopted at UNESCO HQ on 18 February 2013 will be a particular focus of the action.

The International Decade for People of African Descent (2013-22) is an important opportunity to strengthen efforts to combat prejudice and discrimination handed down from history and to foster reconciliation and new ways of living together. UNESCO will promote new perspectives on the history of Africa, the slave trade and slavery, as well as appreciation of the cultural expressions generated by the diaspora communities through the development and dissemination of new educational materials and their broad dissemination through new information technologies.

This action will constitute Flagship 3 under Priority Africa, entitled, Harnessing the power of culture for sustainable development in a context of regional integration.

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| **Harnessing the power of culture for sustainable development and peace in a context of regional integration** |

*Objectives:*

* Culture (heritage in all its forms and contemporary creativity) is integrated in public development policies
* Raise youth awareness of the value of heritage and mobilize young people for its protection and safeguard

*Main actions:*

* Strengthening institutional and human capacities as well as policy framework in the field of culture
* Development and diffusion of pedagogical tools and curricula

*Expected results:*

* Policy frameworks in the field of culture elaborated and/or reinforced in Member States, ensuring a better protection and safeguard of heritage and the emergence of a more dynamic cultural sector.
* Valorisation, protection and safeguard of heritage enhanced
* Youth aware of the values of heritage and mobilized for its protection and safeguard through formal, non formal and informal education, media and ICTs.

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| **Performance indicators** | ***Benchmarks*** |
| * Number of new institutions created and of existing institutions reinforced in the field of cultural and creative industries or heritage | * *At least 30* |
| * Number of policies or legislations in the field of cultural and creative industries or heritage elaborated or amended | * *At least 15* |
| * Number of individuals trained in the field of cultural and creative industries or heritage. | * *At least 100 African cultural officers, heritage specialists, museum professionals and practitioners benefit from training activities* |
| * Number of countries ratifying the cultural Conventions. | * *At least 4 new ratifications of each Convention* |
| * Number of financial assistance granted of in the field of cultural and creative industries or heritage | * *At least 100 financial assistance granted* |
| * Number of pedagogical tools developed aimed at promoting and promote heritage, in particular through the General History of Africa | * *3 contents, 3 teachers’ guides and accompanying materials for primary and secondary schools developed* |
| * Number of curricula revised in order to promote heritage | * *10 curricula revised* |
| * Number of formal and non-formal education and awareness-raising initiatives to disseminate heritage values and knowledge among young people | * *At least 10* |

Moreover, Major Programme IV will implement, or contribute to, expected results 3, 4 and 5 under flagship 1. “Promoting a culture of peace and non-violence”, expected result 9 under Flagship 5. “Promoting an environment conducive to knowledge production, dissemination and utilization for sustainable development”, as well as expected result 3 under Flagship 6. “Foster Science, Technology and Innovation to improve management of natural resources and disaster risk reduction”.