

## EU/UNESCO Expert Facility inception meeting

### List of Participants

12-14 February 2019, Bangkok, Thailand

#### Members of the 2019/2022 Expert Facility: 40



**Jordi Baltà Portolés (Spain)** [jordibalta@hotmail.com](mailto:jordibalta@hotmail.com)

Jordi is a consultant, researcher and trainer in cultural policy and international affairs, with a particular interest in the role of culture in sustainable development, cultural diversity and international cultural cooperation. He is an advisor on culture and sustainable cities for the United Cities and Local Governments (UCLG) Committee on Culture and regularly works for several other organizations, including the Asia-Europe Museum Network (ASEMUS) and Trànsit Projectes (Barcelona). He has experience working in several Latin American, African and European countries. Between 2001 and 2014, he was a researcher and project coordinator at the Interarts Foundation, where he coordinated the European Expert Network on Culture (EENC). He teaches at the MA in Cultural Management at the Open University of Catalonia (UOC) and the University of Girona (UdG), as well as the Degree in International Relations at the Universitat Ramon Llull (URL). Jordi holds a BA in Political Science (Autonomous University of Barcelona, UAB) and an MA in European Cultural Policy (University of Warwick). **Languages: Spanish, English, French, Catalan**



**Alexandra Bensamoun (France)** [alexandra.bensamoun@u-psud.fr](mailto:alexandra.bensamoun@u-psud.fr)

Alexandra is a professor of Private Law at the University of Rennes 1 (IODE-CNRS) and a member of the Board of Directors for the Center for Studies and Research in Immaterial Law (CERDI – University Paris-Sud/Paris-Saclay). She specializes in intellectual property law and digital law, which she teaches in France and in foreign universities. She also specializes in artificial intelligence law and co-directed the “Legal issues” section of the report to the President of the French Republic #France IA (2017). As a “Qualified personality” at the French Ministry of Culture’s Superior Council of Literary and Artistic Property (CSPLA), she has led several missions, including on the liability of technical intermediaries, the right of communication to the public, and artificial intelligence and culture (2018-2019). She has created and directs the Master 2/LLM on Fundamental intellectual property and digital technologies jointly at the University Paris-Sud/Paris-Saclay and the University of Laval (Quebec), and the vocational Master 2 on Digital Law at the University of Rennes 1. **Languages: French, English and Spanish**



**Alfonso Castellanos (Mexico)** [acribot@gmail.com](mailto:acribot@gmail.com)

Alfonso is a social anthropologist with over 25 years of experience in the culture sector, focusing on cultural information systems, statistics and indicators, and policy evaluation. As an independent consultant for international organizations such as UNESCO, the Organization of American States, the Organization of Ibero-American States and the Inter-American Development Bank, he has coordinated regional projects in Latin America and the Caribbean and national projects in Mexico, Costa Rica, Ecuador, Jamaica, Peru and Mozambique. He has led workshops in Latin America and the Caribbean, East Asia, Africa, Europe, and the Persian Gulf. He provided expertise to the Inter-American Development Bank for the development of the Cultural Information System of the Americas, with the participation of 26 countries ([www.sicla.org](http://www.sicla.org)). He led the Task Force that reviewed the 2009 UNESCO Framework for Culture Statistics, and was the coordinator of Strategic and Prospective Studies at CONACULTA (Mexico), to generate, disseminate and analyze information for cultural policies. **Languages: Spanish, English**



**Vesna Čopič (Slovenia)** [vesna.copic@gmail.com](mailto:vesna.copic@gmail.com)

Vesna is a senior advisor to the Republic of Slovenia’s Ministry of Education and Sport’s Education Development Office and lecturer at the Faculty for Social Sciences at the University of Ljubljana. She is a lawyer with extensive experience in legislation and in the preparation of laws for various cultural fields. She is also a public policy analyst involved in the evaluation of national cultural policy and in the development of information infrastructures for cultural policy formulation and implementation, including cultural statistics. She has a thematic specialization in regulatory and legal frameworks for the audiovisual sector, libraries, museums, amateur culture and all other schemes related to the organization, funding and governance of cultural organizations, as well as transversal topics such as tax regulation, labour relations, social security or remuneration schemes. Vesna has been an expert for Council of Europe programmes, EU research projects, ECF and UNDP activities, and recently advised the

Government of Mauritius on the design of a new law on the Status of the Artist. **Languages: English, Slovenian, Serbo-Croatian**



**Laurence Cuny (France)** [laurencecuny@hotmail.com](mailto:laurencecuny@hotmail.com)

Laurence is a human rights lawyer trained at the Graduate Institute of International and Development studies in Geneva, where she was a teaching assistant in international public law. She has worked at the Office of the High Commissioner for Human Rights on the interaction between the United Nations and civil society. She has also served as an expert consultant to the UN Special Rapporteur in the Field of Cultural Rights for the 2014 report “*The impact of advertising and marketing practices on the enjoyment of cultural rights*”. She is a member of the International Arts Rights Advisors group, the Arts Rights Justice working group for Europe and the *Observatoire de la liberté de création* in France. She

was a facilitator for the 2017 Arts Rights Justice Academy at the University of Hildesheim and is currently writing a study for this University – a perspective into the international, regional and national legal frameworks on artistic freedom. She is also an expert on Results Oriented Monitoring (ROM), used for monitoring and evaluating European Union projects. At the local level, she is involved in community broadcasting. **Languages: English, French, Spanish, Catalan, Italian**



**Mauricio Delfin (Peru)** [delfin@solar.pe](mailto:delfin@solar.pe)

Mauricio is a cultural manager and social researcher specialized in cultural governance and civic technologies. Mauricio has extensive experience in arts management and in information system design for cultural projects. He is interested in the relationship between civic engagement in cultural policymaking and the evolving notion of cultural democracy and in initiatives that promote the participation of civil society in cultural policy design, implementation and evaluation. He holds a Joint Honors in Anthropology and International Development Studies from McGill University (Canada) and an MA in Media, Culture, and Communication from New York University. He is the founder and

director of *Realidad Visual* (2001-2010), the Peruvian National Summit of Culture (2011-2014) and *Culturaperu.org* (2009-2015), a cultural information system (CIS) designed and maintained by civil society. Mauricio has worked as a research associate for Tandem, a cultural policy think-tank, and R&D Strategist for *La Factura*, a civic software company. He currently serves as technical secretary to the Peruvian Alliance of Cultural Organizations (APOC) and works as director of *Asociación Civil Solar*, a non-profit organization that promotes open government principles and practices in cultural sectors. He is a doctoral candidate in Communication Studies at McGill University. **Languages: English, Spanish**



**Milena Dragičević Šešić (Serbia)** [msešic@gmail.com](mailto:msešic@gmail.com)

Milena is Head of the UNESCO Chair on Interculturalism, Art Management and Mediation and former President of the University of Arts, Belgrade. She is also a professor of cultural policy, cultural management, cultural studies, and media studies. She is an expert in participatory approaches for the design and development of local, regional and national cultural policies. Trainer and consultant in capacity building programs for strategic cultural management and entrepreneurship, Milena has developed more than 50 projects in cultural policy and management. She has experience in policy interventions in Southeast Europe (cultural policy reform in Montenegro, policies for culture in Romania, Serbia, Croatia, Bulgaria and former Yugoslav Republic of Macedonia), the Caucasus, Central Asia, Arab

States, India and Cambodia. She also has expertise in organizational development and capacity-building for local cultural administrations and managers in Europe, the Arab States and India. She works as an expert in cultural policy and management for the European Cultural Foundation, the Council of Europe, UNESCO, Pro Helvetia, and the British Council, among others.

**Languages: English, French, Serbo-Croatian**



**Basma El Hussein (Egypt)** [b.elhousseiny@mawred.org](mailto:b.elhousseiny@mawred.org)

Basma is a cultural manager, an activist for social change and an expert in cultural governance. For the past 30 years, she has supported independent cultural projects and organizations in the Arab region. In 2004, after acting as Arts Manager of the British Council in Egypt (1988-1998) and the Media, Arts & Culture Programme Officer at the Ford Foundation’s office in the Middle East and North Africa (1999-2003), she founded *Al Mawred Al Thaqafy* (Culture Resource), the first non-governmental regional cultural organization in the Arab region. This organization is responsible for the first Arabic cultural management training programme and the first cultural policy research and development programme in the Arab region, working across music, literature, theatre and plastic and audio-visual arts. In this role,

she initiated and co-founded the Arab Fund for Arts and Culture (AFAC), the region’s first independent cultural foundation. Basma is currently leading Action for Hope, based in Beirut, which started as a response to the drastic consequences of the conflict in Syria and to “the cultural, social and psychological needs of distressed and displaced communities”. *Action for Hope* has pioneered cultural relief programs and designed new and alternative models in arts education and artistic production for refugee and marginalized communities. **Languages: Arabic, English**



**Brahim El Mazned (Morocco)** [elmazned@gmail.com](mailto:elmazned@gmail.com)

Brahim is the founding director of Visa For Music, the main Forum/Market for Music from Africa and the Middle East, and the artistic director of the Timitar Festival. He was selected as one of the 100 most influential in sustainable cultural development in “*Les Aventuriers de la culture: Guide de la diversité culturelle*”. Brahim has become, after more than twenty-five years in the Moroccan cultural world, an essential reference in the programming of world music as well as in the organization of major artistic and cultural events. He has also been a jury member for several events in Africa, Europe, the Central Asia, Southeast Asia, South America, and beyond. He has hosted conferences, meetings, artistic residencies and cultural projects in more than 50 countries around the world. He has created an anthology dedicated to the art of Aïta (Chioukhs and Chikhates of Morocco) which received the “*Coup de cœur*” prize from the Académie Charles Cros. Brahim is also a member of several institutions:

the European Forum of Worldwide Music Festivals (EFWMF), Hiba Foundation, All Africa Music Awards (AFRIMA), Global Music Market Network (GloMMnet), etc. In 2016, he also created MoMEx, an export office for the promotion of Moroccan music throughout the world. **Languages: English, Arabic, French, Amazigh**



**Fatin Farhat (Palestine)** [fatin.farhat@gmail.com](mailto:fatin.farhat@gmail.com)

Fatin is a PhD researcher in cultural policy at the University of Hildesheim. She has experience in cultural development, cultural policy and in the management of cultural and artistic programs. She has previously served as the director for Ramallah’s culture department. During her directorship, Ramallah was attributed special recognition by the United Cities and Local Governments (UCLG) city award. She has actively contributed to the development and establishment of numerous cultural initiatives and centres in Palestine and in the Southern Mediterranean region. Fatin has been involved in a series of cultural research, mapping and evaluation projects and interventions with the Young

Arab Theatre Fund and the European Cultural Foundation, IETM, the Danish Center for Culture and Development, UNESCO, the Drosos Foundation, Med Culture and the Palestine Ministry of Culture. Fatin was recently selected by the Prince Claus Fund, the European Cultural Foundation and Hivos to carry out case-based research (2019) to analyse the impact of an artistic production or of a cultural project over a one-year period in its specific geographic, social, and cultural context. **Languages: English, Arabic**



**Xin Gu (China)** [xin.gu@monash.edu](mailto:xin.gu@monash.edu)

Xin is the director of the Master of Cultural and Creative Industries (MCCI) at Monash University in Australia. She has published widely on urban creative clusters and agglomerations, cultural work, creative entrepreneurship, cultural and creative industries policy, media cities, maker culture and cyberculture in China. Xin has worked with policy initiatives in the UK, China and Indonesia to support small-scale local creative industries development services. Her work focuses on the transformation of creative cities and the creative economy under different social, economic and political conditions. Xin is the world-leading expert in contextualizing Western discourses in Asia and of convergence and divergences in the globalized creative economy. Xin’s current research concerns the digital creative economy, looking at the democratization of creativity through vast transformative digital media

ecosystems. **Languages: English, Chinese**



**Véronique Guèvremont (Canada)** [veronique.guevremont@fd.ulaval.ca](mailto:veronique.guevremont@fd.ulaval.ca)

Véronique is a professor at the Faculty of Law and the Quebec Institute for Advanced International Studies at Laval University (Quebec, Canada), where she holds the UNESCO Chair on the Diversity of Cultural Expressions. A graduate of University Paris 1 Panthéon-Sorbonne, she has been teaching international law for culture and international economic law since 2006. From 2003 to 2005, she was an associate expert in UNESCO’s division of cultural policies during the negotiations of the 2005 Convention. In 2008, she co-founded, with professor Ivan Bernier, the International Network of Jurists for the Diversity of Cultural Expressions (RIJDEC) and has since conducted several studies with members of this network. In recent years, she has collaborated with UNESCO, the International Organization of La Francophonie, the Quebec Ministry

of International Relations and the Quebec Ministry of Culture and Communications. Her most recent research and publications focus on the treatment of cultural goods and services in trade agreements, the preservation of the diversity of cultural expressions in the digital age, and the cultural dimension of sustainable development. **Languages: English, French**



**Meijing He (China)** [meijing.he@gmail.com](mailto:meijing.he@gmail.com)

Meijing is an independent consultant, trainer and arts specialist with fourteen years of experience in a broad range of cultural practices, including visual, performing and literary arts. She was recently Head of Arts and Partnership for the British Council in New Zealand (2016-2018) and in Hong Kong SAR of China (2012-2016). Prior to that, she was senior arts manager at the British Council China office (2005-2012), leading on management, mobility, public art, sponsorships and trade policies. Meijing has a global network and an extensive track record in facilitating international collaborations between

artists and cultural institutions. She helped state representatives and civil society organizations develop management and entrepreneurial skills in the cultural sector. She has developed and managed various cultural policy development projects in Fiji, Indonesia, New Zealand, the United Kingdom, and China. She holds an MA in Arts Management from City University in London, UK. **Languages: English, Chinese**



**Marwa Helmy (Egypt)** [helmy.marwa@yahoo.fr](mailto:helmy.marwa@yahoo.fr)

Marwa is a cultural manager and researcher in cultural policy and cultural management. She is currently the manager of the British Council Egypt programme “Towards a Creative Economy Framework”. From 2009 to 2017, she was the Deputy Manager and regional programmes manager in Culture Resource (Al Mawred Al Taqafy), an Arab regional cultural organization. She was a member of the Egyptian Cultural Policy National Group. She holds a Master's degree in the management of culture and media from Senghor University and is also a translator, news editor. She has a diploma in journalism from the Training and Development Center for Journalists (CFPJ) in Paris, France, and is currently a PhD candidate in the field of cultural management and cultural policies. Since September 2017, Marwa has been a freelance consultant in cultural management and cultural policy and a member of the Culture Resource General Assembly. **Languages: Arabic, English, French**



**Deborah A. Hickling Gordon (Jamaica)** [deborah.hickling@gmail.com](mailto:deborah.hickling@gmail.com)

Deborah is a communication and culture-in-development strategist and commentator, advocate and trainer, who provides bridging and advocacy consulting services across public, corporate and creative sectors. Deborah designs and manages projects that apply cultural economy and integrated communication strategies to achieve sustainable development goals in the global South. Deborah is a lecturer in Cultural Studies and Creative Economy at the University of the West Indies, Mona where she coordinates the Bachelor of Arts in Cultural and Creative Industries (CCIs). In 2014, she served as Convenor of Jamaica's National Cultural and Creative Industries Commission, chaired by the nation's Prime Minister. The Commission led the inter-ministerial process of crafting Jamaica's Creative Economy Policy Framework. Deborah also chaired the inter-ministerial Technical Working Group for Cultural and Creative Industries and coordinated, facilitated and advocated for creative economy policy initiatives including data collection for the National Business Plan for CCIs, public sector training and sensitization on cultural economy research and policy; and solidifying an inter-ministerial policy framework for the National Vision 2030 Medium Term Socio-Economic Policy Framework. She has also been a member of the United Nations Economic Commission for Latin America and the Caribbean (ECLAC) sub-regional expert group on CCIs. **Languages: English**



**Yoonhyung Jeon (Republic of Korea)** [yun\\_hyung\\_j@hotmail.com](mailto:yun_hyung_j@hotmail.com)

Yoonhyung is an internal auditor at the Korean Film Council (KOFIC), a South Korean government institution responsible for film policy development, funding, promotion and education, nationally and internationally. She oversees technical assistance, funds assessment and management. She was previously the Head of Distribution, working on KOFIC's international strategy for Korean cinema and inter-cultural exchanges in the audio-visual sector. Her experience includes policy implementation and distribution support programmes, film festival funding and evaluation, marketing/branding integration, new policies and funding campaigns and research. She has worked with major film festivals, including the Busan International Film Festival, independent filmmakers, producers, curators, distributors, and government institutions. She has worked extensively to facilitate co-production initiatives between the Republic of Korea, France and China, also jointly working with CNC and EU MEDIA between 2010 and 2012. She is a former lecturer in media literacy, has provided policy consultations to the Royal Government of Bhutan and has helped to promote Vietnamese cinema in the Republic of Korea. She holds a BA in Film studies from KyungHee University, Republic of Korea, and an MA in Creative and Cultural Entrepreneurship from the University of London, UK. **Languages: English, Korean, Chinese**



**Bodibaatar Jigjidsuren (Mongolia)** [bodibaatar@gmail.com](mailto:bodibaatar@gmail.com)

Bodibaatar is an art historian and cultural manager who currently works as an independent cultural policy consultant and arts manager. He produced TV programs on contemporary world cinema for Mongolian National Television, developed and implemented policies for visual arts, motion pictures and cultural and creative industries at the Ministry of Culture, lectured at the National University of Mongolia, and recently advised on cultural and public policies for the majority party in Mongolia. As a cultural policymaker and manager, he set out policy concerning cultural and creative industries, cooperated with UNESCO, initiated local capacity building projects related to the 2005 Convention, and managed cultural activities with various arts and culture NGOs. He is an editor of “The Encyclopedia of Mongolian Cinema” and a contributor to Mongolian journals and newspapers. Bodibaatar holds a BA in communications and journalism from the Mongolian University of the Humanities, a BA in art history from Ankara University, an MA in arts studies from the National University of Mongolia, and an MA in cultural policy and management from City University of London. **Languages: English, Russian, Turkish, Mongolian**



**Avril Joffe (South Africa)** [avriljoffe@gmail.com](mailto:avriljoffe@gmail.com)

Avril is a development economist and head of the Cultural Policy and Management Department, at the Wits School of Arts, University of the Witwatersrand. Avril's areas of focus are cultural policy design, implementation and evaluation; value, mapping and assessment of the cultural economy for evidence-based policy making; strategic planning for the arts; cultural entrepreneurship; and, foregrounding arts and culture in urban and city development. She has notably developed generic cultural policy frameworks and toolkits on fundraising for the arts in Africa and was recently part of the Ministerial-appointed review panel to rewrite South Africa's cultural policy. She has also designed and facilitated a number of training programmes on arts management, cultural entrepreneurship, cultural policy design and implementation, and research skills for measurement and mapping. In addition, she has worked as a specialist researcher, policy analyst, evaluator and consultant on behalf of UNCTAD, ILO, UNESCO, British Council, Goethe Institute, Danish Culture and Development, and individual governments throughout Africa including in South Africa, Seychelles, Mauritius, Namibia, Nigeria, Zambia, Uganda, Cameroon, Ethiopia, Ghana, Ethiopia, Kenya and Senegal.  
**Languages: English**



**Yarri Kamara (Sierra Leone)** [yarri.kamara@outlook.com](mailto:yarri.kamara@outlook.com)

Yarri is a public policy consultant, researcher and writer. With a background in economics, she has worked on research projects providing insight into challenges for entrepreneurship in the cultural sector, cultural sector statistics for policymaking and urbanization and culture. From 2014 to 2017, she served on the panel of experts for the International Fund for Cultural Diversity and has worked as a consultant for UNESCO, Arterial Network, the UK's Department for International Development (DFID) and the World Bank. She has expertise in designing and deploying quantitative and qualitative analytical tools to provide guidance on cultural policy issues (needs assessments, sector diagnostics, policy and data analysis). Her direct personal experience has been in the performing arts and publishing sectors in Africa. She holds a cum laude masters from Sciences Po Paris (France) and has undertaken post-graduate studies in policy research methods at the Maastricht Graduate School of Governance, Netherlands. She is the author of numerous publications on entrepreneurship and cultural industries development. **Languages: English, French, Italian**



**Andrea S. King (Barbados)** [andreaking246@gmail.com](mailto:andreaking246@gmail.com)

Andrea is the Director of the Barbados Cultural Industries Development Authority, a national agency which has two major aims: positioning Barbados' cultural industries as a major economic platform, and empowering creatives to have sustainable, successful businesses to combat generational poverty. She has worked as a consultant to the Government of Barbados' Ministry of Culture, specifically on policy and legislation for cultural and creative industries development, audio-visual sector development and heritage. She has also worked on establishing the Barbados Film Commission. After completing her Masters in Arts Management at City University, London, she began PhD studies at the University of the West Indies Cave Hill. She has contributed to the development of a Bachelor of Arts in Arts and Entertainment Management at the Barbados Community College, and is a tutor in the programme. She is an award winning journalist who has focused specifically on Culture and Entertainment. Andrea specializes in cultural and creative industries development, cultural policy development, cultural and creative industries policies, cultural statistics, freedom of artistic expression and status of the Artist. As a creative, she is known for her ongoing work in fashion and music management, and was instrumental in founding several NGOs in music, fashion and audio-visual sectors in Barbados and the Caribbean.  
**Languages: English**



**Octavio Kulesz (Argentina)** [octaviokulesz@gmail.com](mailto:octaviokulesz@gmail.com)

Octavio is an Argentinian digital publisher and entrepreneur. He is the director of Teseo, one of the first academic e-publishing houses in Latin America. He is also the author of several reports that have contributed to a deeper understanding of the digital trends in emerging regions, such as *Digital Publishing in Developing Countries*, published in 2011 in Spanish, French, English and Chinese. Since 2012, he has been one of the coordinators of the Digital Laboratory of the International Alliance of Independent Publishers, based in Paris. His work focuses on issues related to cultural industries in the digital age, and in particular on electronic publishing. **Languages: English, French, Spanish**



**Jenny Mbaye (Senegal)** [jenny.mbaye@city.ac.uk](mailto:jenny.mbaye@city.ac.uk)

Jenny is a research and policy consultant and a lecturer at City University of London, with a particular interest in culture, creativity and urban development in African contexts. She joined the Centre for Culture and the Creative Industries (CCCI) in 2015. Previously, she was a postdoctoral research fellow at the African Centre for Cities (ACC), University of Cape Town (UCT). Her work focuses on urban popular cultures, and the music economy in relation to entrepreneurship, development and social transformation in Francophone West Africa. She is knowledgeable in creative labour, work and management processes, as well as in cultural marketing, governance and policy in relation to urban creativity. She worked in cultural and media organizations in Senegal and Burkina Faso, and as an academic researcher in Canada, the U.K. and South Africa. She is a Jury

Member for the African Art Lines artistic mobility fund, and a member of the Arterial Network Cultural Policy Task Group for which she acted as scientific advisor on its African Creative Cities Network pilot programme. **Languages: French, English, Spanish**



**Christine M. Merkel (Germany)** [merkel@unesco.de](mailto:merkel@unesco.de)

Christine is an expert in international relations, strategy development and public policies in arts, media and culture. She is the head of the Division of Culture, Communication, Memory of the World at the German Commission for UNESCO. She is a social scientist with over twenty years of international experience in policy analysis, project management and human development, advising the Government and Parliament. She is the German national contact point for the 2005 Convention, liaising with seven national ministries and 16 state level authorities as well as convening the civil society consultations on the 2012, 2016 and 2020 Quadrennial Periodic Reports. Her experience includes technical assistance and cooperation projects in Tunisia, Egypt, Morocco, Jordan, Lebanon, Mauritania, Senegal, South Africa, Bangladesh, China, Nepal, Sri Lanka, Vietnam, Colombia, Peru, Chile, Turkey, Romania, Azerbaijan, Kazakhstan and Kirghizstan, as well as regional assignments (MENA, 2012-2018 CONNEXIONS, 2015-2018 SouthMedCV). Her assignments have included expert missions and policy papers for UNESCO, the European Union, SIDA, IDEA International, the Council of Europe and EMHRF. **Languages: English, French, Spanish, German, Dutch, Italian**



**Magdalena Moreno Mujica (Chile)** [m.moreno@ifacca.org](mailto:m.moreno@ifacca.org)

Magdalena is the Executive Director of the International Federation of Arts Councils and Culture Agencies (IFACCA). She is the former Head of International Affairs at the National Council for Culture and the Arts in Chile (CNCA) and was the international advisor to three Ministers of Culture. In this role, she oversaw Chile's international arts and cultural strategy; served as Programme Director of the 6<sup>th</sup> World Summit on Arts and Culture (Santiago, 2014); delivered Chile's participation in three Venice Biennales; served on the Board of *Fundación Imagen de Chile* and represented CNCA on the IFACCA Board (2012-2014). Before this, Magdalena worked in Australia, where she was CEO of Kultour, the national peak body supporting cultural diversity in the arts. She was also a member of the National Cultural Policy Taskforce for Creative Australia and led an international initiative to strengthen South-South dialogue (the South Project, 2004-2008). She holds a Bachelor of Arts from the University of Melbourne, is an alumna of the Asialink Leaders Program (2008) and the Australia Council for the Arts' Emerging Leaders Program (2010), and has also served on several boards, including for Diversity Arts Australia (2016-2018). **Languages: English, Spanish, Portuguese**



**Farai Mpfunya (Zimbabwe)** [faraim@culturefund.co.zw](mailto:faraim@culturefund.co.zw); [ramafa@gmail.com](mailto:ramafa@gmail.com)

Farai is co-founding Executive Director of the Culture Fund of Zimbabwe Trust, a not-for-profit organization connecting African communities with financial and technical resources, helping lead African thought research and discourse and harnessing the power of the creative arts in sustainable development approaches. For over 20 years, he has led key cultural institutions, advanced resource mobilization for cultural and creative industry research and projects, and advised local and national cultural policies. He has helped strengthen cultural governance capacities in Zimbabwe and has advocated for culture as an important contributor to sustainable development. From 2000 to 2006, he was the Director of the Zimbabwe International Film Festival Trust. In 2018, he was awarded the Zimbabwe National Association of Non-Governmental Organizations Best NGO Director for his role in advocating for the infusion of culture in development approaches. He was also named one of the 100 Great Zimbabweans 2017 (Arts and Culture) and was a fellow of the DeVos Institute of Arts Management Kennedy Center for the Performing Arts, Washington DC (2012-2014). He holds an MBA from the Middlesex University Business School in London, UK. **Languages: English, French, Shona**



**Ojoma Ochai (Nigeria)** [ojoma.ochai@gmail.com](mailto:ojoma.ochai@gmail.com)

Ojoma is the Director of Programmes at the British Council (West Africa) and leads the Council's Arts and Creative Economy programme in West Africa working with partners in the region and internationally to strengthen creative industries policy and practice through interventions including research, skills development, and advocacy. She also oversees the education and society portfolio to support the education sector and improve outcomes in social justice, governance, inclusion and related themes. In the last fifteen years, Ojoma has worked in various creative economy development roles with organizations like the British Council (2006 to date), the World Bank (2014 to 2016), and has chaired the Entertainment and Creative Industries Thematic Group of the Nigerian Economic Summit Group, Nigeria's foremost economic policy think-tank. She was nominated Young Person of the Year (2010) in Nigeria by the Future Awards, and named by YNaija in the 10 Most Powerful People in Nigeria's Arts and Culture (under 40) 2014, and 100 Most Influential Women in Nigeria 2015. Ojoma is a fellow of the DeVos Institute of Arts Management, University of Maryland, USA, and Associate Fellow of the Nigerian Leadership Initiative (NLI). She was Chair of the Lagos Theatre Festival (2015-2018), of Open House Lagos (2015-2017) and served on the board of the Music Museum Foundation of Nigeria. **Languages: English, Hausa and Igala**



**Désiré Ouédraogo (Burkina Faso)** [carekasom@yahoo.fr](mailto:carekasom@yahoo.fr)

Désiré is a cultural affairs advisor trained at the former Regional Cultural Action Center of Lomé under the African Cultural Institute. Désiré is a cultural action planner who has been involved in the development, implementation, monitoring and evaluation of national and regional cultural policies and strategies. He coordinated the preparation of the first and second 2005 Convention quadrennial periodic reports in Burkina Faso, together with the country's cultural civil society, in 2013 and again in 2016-2017. He is interested in the management of cultural projects and programmes and in sharing his experiences with young artists and cultural organizations. His participation in several cultural studies, mainly related to cultural and creative industries, and his work on statistics have allowed him to study the relationship between culture and development. **Languages: French, Mooré**



**Tojo Yharimanana Rakotomalala (Madagascar)** [yhariella@yahoo.fr](mailto:yhariella@yahoo.fr)

Tojo is a sociologist and international consultant in socio-economics. She graduated in Sociology at the University of Antananarivo, Madagascar. She is also a specialist in employment and research and a teacher at the University of Antananarivo. She is a writer, stage director and costume designer. She has more than 15 years of experience in social research, institutional support, skills development, and the formulation and evaluation of policies, strategies and projects. She has been a partnership coordinator and socio-cultural organization administrator for various projects in Africa. Her work touches on multiple fields of intervention, including employment, culture, communication, decentralization, municipal finances, education, training, and international trade. She has contributed to the development of national and international reports, including the Millennium Development Goals Report, the Human Development Report, and Madagascar's 2005 Convention Quadrennial Periodic Report. **Languages: French, English, Malagasy**



**Ole Reitov (Denmark)** [ole.reitov@gmail.com](mailto:ole.reitov@gmail.com)

Ole is an independent, international expert on artistic freedom and cultural diversity. In 1999, he co-founded Freemuse, and acted as Freemuse's Executive Director from 2013 to 2017. During this period, he was the Freemuse representative to the UN Human Rights Council and served as an expert consultant to the UN Special Rapporteur in the Field of Cultural Rights, Ms. Farida Shaheed, in co-developing the first [UN report on artistic freedom](#). He edited and co-wrote the 2015 and 2016 "Art under threat" – Freemuse's annual statistics on censorship and attacks on artistic freedom. Ole worked for 30 years as an editor, reporter and broadcaster covering cultural issues in more than 50 countries for the Danish National Public Radio. His assignments as development expert have included missions to Nepal, Bhutan, Mali and Botswana. He has also served as a foreign correspondent in New Delhi for the Swedish National Radio (SR). As advisor to the Danish Centre for Culture and Development (2000-2003), he organized the first ever Nordic Conference on Cultural Diversity. As a member of the International Network for Cultural Diversity, he actively worked for the preparation and ratification of the 2005 UNESCO Convention. **Languages: English, Swedish, Danish**



**Lázaro Israel Rodríguez (Cuba)** [cultural@transformatorios.org](mailto:cultural@transformatorios.org); [lazaroisrael@gmail.com](mailto:lazaroisrael@gmail.com)

Lázaro is a consultant for international, national, urban and local institutions on cultural policies and the creative economy for sustainable development. He has 15 years of experience in Latin America and the Caribbean with multiple agencies and institutions, such as UNESCO, UNDP, the Inter-American Development Bank, and national cooperation agencies including the Spanish Agency for International Cooperation for Development and Hivos. He was a researcher and head of the Cultural Policy Studies Group (Juan Marinello Institute, Ministry of Culture) in Havana, Cuba. His professional interests are the creative economy as a driver and enabler of social transformation, internationalization of cultural initiatives, cultural policies, and cultural responsibility. Lázaro is currently working as a consultant for the United Nations Development Program in Panama on the formulation of the National Strategy on Cultural Diplomacy. He is also the Panama City focal point of the UNESCO Creative City of Gastronomy. He has also worked on the 2014-2024 Public Cultural Policy of El Salvador, the 2012-2015 Cultural Policy of Central American Museums (REDCAMUS), Strategic Lines of the Cultural Policies for Central American Integration (SICA), and the Cultural Corridor for Central American Caribbean (SICA). **Languages: Spanish , English, French**



**Jorge Sánchez Sosa (Mexico)** [dirgral@imcine.gob.mx](mailto:dirgral@imcine.gob.mx)

Jorge is a specialist in film industry policies. He is the former Director General of the Mexican Film Institute (IMCINE, 2013-2018) and the former director of the International Film Festival in Guadalajara (2005-2010). He founded and chaired the Mexican Association of Independent Producers and the Ibero-American Federation of Film and Audiovisual Producers. He is also a founder and member of the Board of Directors for the Foundation of New Latin American Cinema. In these various capacities, Jorge has advised governments, cultural agencies and private companies on international coproduction, distribution and funding strategies. He has a degree in cinematography from the Mexican *Centro de Capacitación Cinematográfica* and studied Sociology at UNAM and Executive Training in Film and TV at Getulio Vargas Foundation in Brazil. He has managed five distribution companies and produced 25 films. **Languages: English, Spanish, Portuguese**



**Eduardo Saravia (Colombia)** [esaraviad@gmail.com](mailto:esaraviad@gmail.com)

Eduardo is a researcher, consultant, and professor in cultural industries and cultural economics. He has worked for governmental and non-governmental national and international institutions, including the Ministry of Culture of Colombia, the Secretary of Culture of Bogotá, CERLALC, UNESCO and CIASE. Eduardo is an expert in the development and evaluation of cultural public policies, and in the elaboration of cultural and social indicators. He coordinated Colombia’s Cultural Satellite Account, and the elaboration of Colombia’s quadrennial periodic report for the UNESCO 2005 Convention. He is currently working as a consultant at Sound Diplomacy, developing and implementing methodologies for measuring the economic impact of the creative sector in cities such as Cardiff, Vilnius, Muscle Shoals, and Huntsville. **Languages: English, Spanish**



**Héctor Schargorodsky (Argentina)** [schargorodsky@gmail.com](mailto:schargorodsky@gmail.com)

Héctor is a professor at the University of Buenos Aires. For over 20 years, he has worked for the Argentinian State in the cultural sector and, within this framework, has focused on the protection of national industries through the creation of sectoral consensus groups and the implementation of new standards. Héctor has an in-depth knowledge of processes for public intervention in the production and diffusion of live performances and in major theatres operations. He also has experience working on the implementation of the 2005 Convention in several Latin American and African countries. For the past 10 years, he has given courses in management and administration for cultural sector institutions in various universities in Argentina, Latin America and Spain. He founded and is the current Director of the Cultural Observatory and the Master in administration of cultural and creative sector organizations at the University of Buenos Aires. His most recent publication is “Theatre Management: models and strategies for cultural venues”, co-authored with Lluís Bonet. **Languages: Spanish, French**



**Anupama Sekhar (India)** [anupama.sekhar@asef.org](mailto:anupama.sekhar@asef.org)

Anupama is currently the Director of the Culture Department at the Asia-Europe Foundation (ASEF) and works on artistic collaborations, support to networks, policy dialogues and information platforms. She is actively engaged in facilitating cultural exchange and collaboration among artists and arts organizations in 53 countries in Asia and Europe. Her work aims to stimulate analysis and engagement in the arts in Asia and Europe, as well as channelling policy ideas for the Culture Ministers’ meeting at the Asia-Europe Meeting (ASEM). She is the editor of “Enabling Crossovers: Good Practices in the Creative Industries” (Singapore, ASEF, 2015) and “Mapping Cultural Diversity: Good Practices from Around the Globe” (Bonn/Singapore, German Commission for UNESCO and ASEF, 2010). Anupama is a member of the U40 group of young cultural policy experts, launched by the German Commission for UNESCO and supported by the International Federation of Coalitions for Cultural Diversity. She holds degrees in English Literature and International Studies. She is also a trained dancer in the Indian classical style of *Bharatanatyam*. Prior to joining ASEF, Anupama worked with the United Nations and in the arts sector in India. **Languages: English, Hindi, Tamil**



**Hiroko Tsuboi-Friedman (Japan)** [htsuboi@gol.com](mailto:htsuboi@gol.com)

Hiroko is a senior policy researcher at the Cabinet Office of the Government of Japan. She is involved in designing, implementing, and evaluating programmes to promote diverse and cohesive societies, and the enhancement of international youth exchanges with countries in all regions of the world. She serves as a board member for the Kanagawa Prefecture’s Arts and Culture Promotion Council and is a member of the International Council of Museums (ICOM) and the Odawara Citizens Working Group, working on cultural policies at various levels in cooperation with CSOs. She has experience in the organization of art exhibitions and giving museum/gallery lectures, with a focus on arts and culture, youth, finance, intellectual property and patent issues. Her special interests include culture and sustainable development, cultural diversity, and capacity building for youth. She holds a BA in Art History from Smith College, USA, and an MS in Global Issues (Sociology) from Hitotsubashi University, Japan. **Languages: English, Japanese**



**Charles Vallerand (Canada)** [cvallerand@cdc-ccd.org](mailto:cvallerand@cdc-ccd.org)

Charles is an independent consultant, with over 30 years of experience in cultural policies, public service broadcasting and international cooperation. He is currently the Program Optimization Specialist for Telefilm Canada, a national cultural agency dedicated to the development and promotion of the Canadian audio-visual industry. He is also the editor of *Cultures in the Digital Era*, a weekly press review covering emerging policy issues and best practices for arts and culture in Canada and internationally. Charles had conducted numerous advisory and technical assistance missions on cultural and media diversity policies in Rwanda, Tunisia, Indonesia, Djibouti, China, Zimbabwe, and Colombia. He is the former Executive Director of the Canadian Coalition for Cultural Diversity and General Secretary of the International Federation of Coalitions for Cultural Diversity (IFCCD) with members in more than 40 countries. He started his career as a policy analyst for the Canadian Department of Communications and later became the Director of Francophonie at the Department of Canadian Heritage, the cultural attaché to the Canadian Embassy in Paris, the Director of Planning and the Director of Communications at TV5 Québec Canada, the Director of Corporate Affairs at CBC/Radio-Canada and the Director of Communications at Canada’s International Centre for Human Rights and Democratic



Development. He has also taught media relations at the Quebec Public School of Administration as a visiting professor.  
**Languages: English, French, Spanish**



**Lidia Varbanova (Bulgaria)** [lidiavarbanova@gmail.com](mailto:lidiavarbanova@gmail.com)

Lidia has professional experience as a consultant, educator, researcher and project manager in over 60 countries. Her portfolio focuses on strategy, policy, entrepreneurship, innovation, organizational development, capacity building and online technologies, with a special emphasis on arts, culture and creative industries. She is currently a full-time professor at the National Academy of Theatre and Film Arts in Sofia, Bulgaria, a regular visiting professor at the University of Arts in Belgrade and offers masterclasses at the University of British Columbia. Lidia is also an external evaluator for the European Commission Programmes Erasmus+, Horizon 2020 and H2020 Twinning. Lidia is a visiting professor in prominent universities and training centers in Europe and an active member of several international professional associations. She has received a number of distinguished awards, among them: the “Dragan Klaić” European award for excellence in teaching, FULBRIGHT Fellowship, Japan Foundation Fellowship, and NATO Fellowship. Her latest books are: *International Entrepreneurship in the Arts* (2016) and *Strategic Management in the Arts* (2012), published by Routledge. Lidia’s new initiative is Kamenov House for Creative Thinking: a place for artists and academia to create and innovate in a beautiful rural environment. **Languages: English, Russian, French, Bulgarian**



**Ayeta Anne Wangusa (Uganda)** [Ayeta.Wangusa@cdea.or.tz](mailto:Ayeta.Wangusa@cdea.or.tz)

Ayeta is the Executive Director of Culture and Development East Africa (CDEA), a creative think tank in Dar es Salaam, Tanzania. She is a communications expert with 20 years of experience in print media in Uganda and media and communication advisory practice with three development organizations in Tanzania. She is a member of the AU/NEPAD Capacity Development Pool of Experts with expertise in knowledge management and communication and is a member of the African Cultural Policy Network (ACPN) steering committee. She offered her expertise for the drafting of the African Charter for the Cultural Renaissance implementation guide and the revision of the African Union’s Plan of Action on the Cultural and Creative Industries in Africa. She holds a Masters degree in New Media, Governance and Democracy from the University of Leicester, UK, and is a PhD student in Media and Communication Research at the University of Leicester, UK. From 2015 to 2017, she served as Africa coordinator for the International Federation of Arts Councils and Culture Agencies (IFACCA). From 2009 to 2012, she served as the East Africa representative for the Commonwealth Civil Society Advisory Committee (CSAC). **Languages: English, Kiswahili**



**David Waweru (Kenya)** [dwaweru@willtowin.global](mailto:dwaweru@willtowin.global)

David is a writer, entrepreneur and consultant interested in the interaction between culture, creativity, talent development and entrepreneurship, and the smart, sustainable and inclusive economic growth of nations. As a writer, David is the creator of the Safari Adventure Series, a collection of animal-themed adventure storybooks for young children. As an entrepreneur, David runs a publishing house that is a platform for the exploitation of creative potential in East Africa and a place for writers and illustrators to share their work. He is the former Chair of the Kenya Publishers Association where he actively engaged government agencies in the development of a book policy. As the Director of the Kenya Copyright Board, he worked with other Board members to oversee the implementation of laws and international treaties that relate to copyright and other related rights, and to encourage the growth of the cultural and creative industries. David is a member of the Kenya Private Sector Alliance Sector Board on Industrialization and Enterprise Development where he is involved in policy dialogues with stakeholders and the relevant government departments in developing enabling policies for the growth of the cultural and creative industries. As a consultant, David works with the Association for the Development of Education in Africa (ADEA) facilitating policy dialogues with the publishing industry and several education ministries in Africa. He has also undertaken assignments as a training facilitator for AECOM International and Save the Children Rwanda. **Languages: English, Kiswahili**



**Sara Whyatt (United Kingdom)** [sarawhyatt@gn.apc.org](mailto:sarawhyatt@gn.apc.org)

Sara is a campaigner and researcher on freedom of artistic expression and human rights, notably as the director of PEN International’s freedom of expression programme for over 20 years and previously as the coordinator of Amnesty International’s Asia Research Department. At PEN, she worked with its global membership mobilizing its campaigns for writers at risk as well as on other issues affecting freedom of expression including anti-terror legislation, criminal defamation laws, and actions by non-state entities, among others. In 2013, she took up freelance consultancy, working on projects for Freemuse, Culture Action Europe, PEN International, and the International Freedom of Expression Exchange. She also works with UNESCO developing training programmes for governments and CSOs, as well as monitoring and reporting strategies to promote artistic freedom under the 2005 Convention. **Languages: English**

## **Regrets: 2**



### **Mira Burri (Bulgaria)** [Mira.Burri@unilu.ch](mailto:Mira.Burri@unilu.ch)

Mira is a senior lecturer and managing director for internationalization at the University of Lucerne's Faculty of Law. Prior to joining the University of Lucerne, Mira was a senior fellow at the University of Bern, where she led projects on trade and culture and on digital technologies and trade governance as part of the Swiss National Centre of Competence in Research (NCCR): Trade Regulation. As of 2017, Mira is the principal investigator of the research project 'The Governance of Big Data in Trade Agreements', sponsored by the Swiss National Science Foundation (2017-2020). Following her habilitation in 2016, Mira holds a *venia docendi* in international economic law, European and international communications and media law, as well as Internet law. She has published widely in these areas. Her more recent books include: *Trade Governance in the Digital Age* (Cambridge University Press 2012); *Public Service Broadcasting 3.0: Legal Design for the Digital Present* (Routledge 2015); and *Big Data and Global Trade Law* (Cambridge University Press 2019). Mira has worked as a consultant for the Swiss and Canadian governments, the European Parliament, the ICTSD, the WTO and UNESCO on issues of cultural diversity, trade and digital innovation. Mira is a member of the European Expert Network on Culture and Audiovisual (EENCA). **Languages: English, German, Bulgarian**



### **A. J. Francisco d'Almeida (Togo)** [ajf.dalmeida@culture-developpement.asso.fr](mailto:ajf.dalmeida@culture-developpement.asso.fr)

Francisco is the general delegate and co-director of the *Culture et développement* association, which works for the integration of culture in development and international cooperation policies. He advises governments and local authorities in France and Africa on cultural policies, particularly with regard to the cultural and creative industries. He also leads cultural engineering projects: spaces for music, reading, cultural business support and training. Francisco is also a consultant for international organizations, ministries in France and Africa, as well as local authorities in West Africa. In addition to these activities, he provides training at the Cultural Policies Observatory in Grenoble (France) and at Senghor University in Alexandria (Egypt). His professional experience and expertise cover, on the one hand, cultural industries strategies and the cultural economy in francophone countries in the global South, and on the other hand, transversal strategies for local development based on the cultural assets of local territories: cultural decentralization and land use planning, cultural infrastructures and the integration of culture into sectoral development policies. He has a degree in political science and a doctorate in the sociology of development from the University Paris I Panthéon Sorbonne (France). **Languages: French, Ewé-Mina**

## **UNESCO Staff: 22**

1. Mr Assefa, Getu (Addis Ababa Office)
2. Ms Bich Hanh, Duong (Bangkok Office)
3. Ms Camara, Khadiatou Lamarana (Dakar Office)
4. Ms Chiba, Moe (Jakarta Office)
5. Ms Cliche, Danielle (Secretary of the 2005 Convention)
6. Mr Daou, Ali (Bamako Office)
7. Mr Djakovic, Damir (Harare Office)
8. Ms Guan, Jingning (Beijing Office)
9. Ms Gurung, Himalchuli (Beijing Office)
10. Ms Kaldun, Beatrice (Dhaka Office)
11. Mr Krause, Anthony (2005 Convention Secretariat)
12. Mr Lopez-Hurtado, Enrique (Lima Office)
13. Mr Martinotti, Alessandro (Quito Office)
14. Ms Medici Caucino, Melika (2005 Convention Secretariat)
15. Ms Monteil, Karalyn (Nairobi Office)
16. Ms Ogana, Judith (Nairobi Office)
17. Ms Onnom, Waraporn (Bangkok Office)
18. Mr Peshkov, Yuri (Kingston Office)
19. Ms Praputum, Korapat (Bangkok Office)
20. Mr Sorosh, Junaid (Ramallah Office)
21. Ms Tahnin, Kizzy (Dhaka Office)
22. Ms Yoshida, Reiko (2005 Convention Secretariat)