

ARGENTINA (Buenos Aires)

MISSION RESULTS

2012

- 6 - 20 May 2012
- 11 - 24 July 2012

Strategic recommendations placing the emphasis on the sustainable development of the independent audiovisual production sector for children

Recommendation validation symposium bringing together the key actors in the national and international audiovisual sector (November 2012)

2013

Creation of an audiovisual platform for children (Clya XXI) by the General Bureau of Creative Industries within the Government of the City of Buenos Aires

Launch of a study by Clya XXI on the audiovisual modes of consumption favoured by children and teenagers (tablets, TVs, mobile phones, computers), in order to improve the quality of content in all formats

Organization of a two-day conference, "*Encuentro de Negocios de tv*", 29-30 August 2013

Presentation of the Clya XXI exploratory study led by expert psychologists, conducted among children aged 4 to 15, from public and private schools in Buenos Aires. The study was published via social networks and websites

2014/
2015

Development of the Audiovisual District Facebook page, created on 16/07/2012, which includes news, debates and topics related to the sector. The page has doubled its followers in one year, and now has nearly 4,000 fans:
<https://www.facebook.com/DistritoAudiovisualBA?fref=ts>

Organization of the 2nd edition of the conference "*Encuentro de Negocios de tv*" bringing together production, broadcasting and programming agents in the television sector (approximately 350 participants and 45 companies which had submitted over 100 projects)

Round tables and debates focused on children during the Buenos Aires Book Fair in order to promote and enhance the convergence of sectors and lead to new business models for the sector

NEXT
STEPS

Development of a programme for 2015 to incubate audiovisual companies focused on multimedia, transmedia and video games, among other

Evaluation of opportunities to work with video game clusters in order to create a direct link to the sector

BARBADOS

MISSION RESULTS

2012

- 17 June – 31 July 2012
- 8 - 16 September 2012
- 21 September – 11 October 2012

Policy and strategy recommendations to reform the cultural industries, cultural entrepreneurship and investments.

Discussions and a series of workshops on the themes “building networks” and “working at the international level” for cultural entrepreneurs of the younger generation (aged < 35), (September to October 2012).

Preliminary report commissioned in June 2012 to be conducted by the Barbados Tourism Investment Inc., with a view of producing a mapping of the island’s cultural and creative industries

2013

Mapping of the cultural industries sector undertaken by the Government and announced to the Legislative Assembly on 15/10/2013 by Stephen Lashley, Minister of Culture, Youth and Sports, in order to determine to what extent the sector contributes to the country’s Gross Domestic Product.

2014/
2015

Adoption (voted in Parliament in September 2013) and entry into force (2 February 2015) of the [Cultural Industries Development Bill](#). This framework provides tax credits for private sector companies that invest in culture, removes customs duties for the importation of products required to launch a cultural project, and supports the creation of a Development Fund for cultural industries.

Creation of a directory by the Ministry of Culture listing the country’s artists (www.barbadosartists.bb).

Establishment of a broader and more transparent dialogue on entrepreneurship, particularly with young entrepreneurs.

Regular consultations on the creative sector between the different government departments.

NEXT STEPS

Change the understanding of the economic potential of the cultural sector.

Foster a better appreciation of entrepreneurship within the sector.

Facilitate dialogue between the ministries of cultural industries.

Increase the number of cultural enterprises and nurture entrepreneurship.

Foster greater cultural production and disseminate it on a larger scale.

Encourage the cultural sector to employ sustainable entrepreneurial strategies.

BURKINA FASO

MISSION RESULTS

2012	<ul style="list-style-type: none"> • 6 - 20 May 2012 • 11 - 24 July 2012 	Strategy for the Development of the Arts and Culture in the Burkina Faso Education System.	Strategy validation workshop in July 2012, bringing together 200 participants including the Ministers of Culture, Education and Higher Education.			
2013	<ul style="list-style-type: none"> • <i>Mission date: 8 - 18 October 2013</i> 	Preparation of a draft inter-ministerial decree defining the governance system for the Strategy (October 2013).	Establishment of an awareness-raising plan for artistic and educational communities regarding the challenges of the Strategy (October 2013).	Definition of an experimental training programme for teachers in artistic teaching methods by the Ministries of Education, Secondary and Higher Education and Culture and Tourism (October 2013).	Development of the consultation framework for public and private institutions specialized in arts training (October 2013).	
2014/ 2015	<ul style="list-style-type: none"> • <i>Mission date: 7 - 17 December 2014</i> 	Adoption of the Strategy by the government by ministerial decree (October 2015).	Mobilization of technical and financial partners (see specific Objective 8, Action 1 of the Strategy).	Development of a work plan in consultation with the academic community, in view of a revision of textbooks (see specific Objective 1, Action 1 of the Strategy).	Development of arts training curricula in national primary education teacher-training schools (ENEP) (see specific objective 10, action 3 of the Strategy).	Creation of a support network for partnerships with NGOs, UNICEF, local authorities, arts and social associations, the chamber of commerce and industry (see specific objective 8, action 4 of the Strategy).

NEXT STEPS

Now adopted by the government, the implementation of the Strategy needs to be continued.

CAMBODIA

MISSION RESULTS

2012	<ul style="list-style-type: none"> • 17 July – 5 August 2012 • 21 - 30 September 2012 	Adoption of recommendations and conceptual frameworks to strengthen cultural industries.	Identification of sub-decrees on the strengthening of cultural production and dissemination for the development of creative industries.			
2013	<ul style="list-style-type: none"> • Mission date: 20 October – 3 November 2013 	Revision of the national cultural policy document by the Ministry of Culture and experts in October 2013 and preparation of the strategic framework.	Preparation of draft sub-decrees on the strengthening of cultural production and dissemination for the development of creative industries (November 2013).	Development of a programme to introduce education into cultural management and continued professional development in arts and culture (November 2013).	Preparation of frameworks in October 2013 for: <ul style="list-style-type: none"> ○ the classification of Cambodia's creative industries ○ cultural mapping ○ the development of an Information and Documentation Centre ○ the development of cultural statistics for Cambodia. 	
2014/ 2015	<ul style="list-style-type: none"> • Mission date: 7 - 17 December 2014 	Adoption of Cambodia's first national cultural policy (December 2014).	Preparation of a draft 2015 - 2018 Roadmap for the implementation of the national Cultural Policy.	Revision of the sub-decree on the strengthening of cultural production and dissemination for the development of creative industries.	Revision of a cross-cutting project for continuous professional development in arts and culture.	Submission of the documents produced to the government.
NEXT STEPS	Implementation of the strategic priorities of the Roadmap.		Adoption of sub-decrees and the programme.		Integration of the sub-decrees and the programme in two separate annexes of the cultural policy.	

MISSION RESULTS

2012

- 15 - 30 April 2012
- 8 - 23 June 2012

Draft Declaration on Cultural Policy to initiate the process of developing a national cultural policy.

Draft validated in a plenary meeting of all of the participants and approved by the government through an Inter-ministerial Commission in August 2012.

Specific recommendations for the development of the music sector.

2013

Adoption of the Declaration entitled "Declaration on Cultural Policy of the Government" by the Council of Ministers in August 2013.

Creation by the Ministry of Culture of a Steering Committee whose mission is to prepare a draft law on the National Cultural Policy.

Creation of a Steering Committee and appointment of its members by the ministerial decrees of 24 September 2013 and 28 September 2013.

2014/
2015

Consultations within the Ministry of Culture on the principles and actions set out in the Declaration on Cultural Policy.

Establishment of the Steering Committee's bodies.

NEXT
STEPS

Preparation of the draft law on the National Cultural Policy.

MISSION RESULTS

2012

• 25 October – 4 November
2012
• 8 - 18 December 2012

Preparation of a promotion and development
strategy for the book sector.

Proposals to revise the normative framework with regard
to copyright and related rights.

2013

Revision of the normative framework regarding copyright and related rights by the Copyright Office.

2014/
2015

Follow-up meetings organized at the initiative of copyright holders.

Preparation and publication of a document on the book policy by the
Haiti National Directorate of Books (June 2014). The work, entrusted
to a consultant, was deemed of poor quality by the professionals.

**NEXT
STEPS**

Finalization of the normative framework on copyright for
submission to the Office of the Minister of Culture for
approval.

Submission of the Strategy on the book sector.

HONDURAS

MISSION RESULTS

2012

- 26 June – 6 July 2012
- 26 July – 11 August 2012

Workshops and conferences aimed at members of the national team, regional actors, cultural managers and artists on the governance of culture in Honduras. Over 600 people participated.

Strategy concerning three priority projects to develop in the cultural and creative industries sector.

2013

Submission of the Strategy to the regional councils in September 2012.

Development of a Citizen's Guide in December 2012 by the Ministry of Planning and International Cooperation.

Encouragement by the Ministry of Planning and International Cooperation of public-private participation in the different committees tasked with preparing the three priority projects.

2014/
2015

implementation of the Strategy concerning the three priority projects, should the Ministry of Planning and Cooperation receive funding.

NEXT
STEPS

At the end of 2013, the new government abolished the Ministry (SEPLAN) benefiting from technical assistance. To date, no partner has been identified within another ministry.

KENYA

MISSION RESULTS

2012	<ul style="list-style-type: none"> • 11 - 20 September 2012 • 3 - 15 October 2012 	Training for trainers from civil society and the public sector in music and visual arts with a focus on ICTs.	Drafting of recommendations on the ways to improve the creative sector.	Creation of a working group, chaired by an elected member, tasked with ensuring that these recommendations are developed and applied.	Creation of a network of artists during the training programme through a national association: the Association of Kenya's Creative Practitioners (Kenya CREAPA).
2013	Mapping of Kenya's cultural and creative industries produced in May 2012, in collaboration with the Secretariat of the East African Community (document available but not made public).		Capacity-building workshops for trainers in the music and visual arts sector in the country's eight regions, organized by the Department of Culture of the Ministry of Sports, Culture and Arts (November and December 2012).	Organization of regional and national visual arts exhibitions by the Department of Culture (November and December 2012).	
2014/ 2015	Concerning the mapping, input of data by the Kenya National Bureau of Statistics.	Development of an online cultural portal to market cultural goods and services for artists registered with the Department.	Hosting of a cultural portal on the government's web servers and linked to the Ministry's website in order to improve cultural content.	Annual organization of capacity-building workshops, visual arts exhibitions and regional music festivals (May 2014).	

MALAWI

MISSION RESULTS

2012

- 28 August – 11 September 2012
- 18 September – 3 October 2012

Recommendations for a revision of the draft national Cultural Policy, the restructuring of the Department of Culture, the adoption of legislative measures for cultural industries, the strengthening of public financing for culture, and the preparation of a fundraising strategy.

20 training sessions on cultural management and entrepreneurship for officials of the Ministry of Culture, cultural operators and artists, including women (September to October 2012).

2013

Revision of the Cultural Policy document by the national team and experts and approved by the other divisions of the Department of Culture. The Department presented the draft document to the representatives of the Office of the President and Cabinet officials then submitted it to the Cabinet Committee in charge of Culture.

Creation of a "Standards and Classification Board" to change the approach to censorship in order to achieve greater freedom of expression and artistic rights. It has been incorporated into one of the divisions of the Department of Culture of the Ministry of Tourism and Culture.

Creation of an official website for the Department of Culture to promote the country's cultural industries.

Training workshop for the organizers of cultural and artistic festivals in Blantyre (29-30 April 2013).

2014/
2015

Approval of the Cultural Policy document by the Office of the President of the Republic.

Continuation of the reform within the Standards and Classification Board: consultations with the different stakeholders on the question of regulation for the public distribution, reproduction and presentation of films (classification of public entertainment and publications), preparation of a legislative bill submitted to the Ministry of Justice for approval.

Launch the Department of Culture website: www.culture.gov.mw. A Facebook page for the Malawi Cultural Festival (MaCFest) has also been created.

Publication of the strategic document entitled "Investment and Development Strategy for the Film Industry in Malawi, 2015-2020", Film Association of Malawi (FAMA) (financed by the IFCD).

Consultations on the future of the film industry in Malawi and organization of a consultative follow-up seminar for artistic and cultural events promoters as well as festival organizers.

NEXT
STEPS

Launch of the revised cultural policy adapted to the implementation of the Convention, particularly consultations with the public and private sectors for the establishment of the *National Arts and Heritage Council* (NAHeC).

Presentation of the legislative bill on the regulation of the public distribution, reproduction and presentation of films (classification of public entertainment and publications) to the Cabinet and National Assembly.

Continuation of consultations within the ministry and with the different stakeholders involved in the governance of culture.

MAURITIUS

MISSION RESULTS

2012

- 2 - 24 June 2012
- 11 - 18 August 2012
- 4 - 22 September 2012

Strategy for cultural industries entitled "The cultural economy in Mauritius: Strategy and action plans".

Eight workshops organized in September 2012, in which more than 250 civil society representatives participated.

2013

Organization of a workshop by the Ministry of Arts and Culture with 250 artists in order to revise the White Paper on cultural industries, to consult civil society and to create a Follow-up Committee (27 July 2013). The experts' strategy for the cultural industries was distributed to the artists before the workshop.

Organization of a Follow-up Committee meeting (12 August 2013) at the Ministry of Arts and Culture with one representative from each workshop panel. The Committee's recommendations were compiled for insertion into the White Paper which was submitted to the government.

Creation of an Arterial Network in Mauritius (NGO) in 2013.

2014/
2015

Preparation, approval by the government and publication of the draft White Paper "Creative Mauritius – Vision 2025":
http://culture.gov.mu/English/DOCUMENTS/CREATIVE_MAUITIUS_VISION_2025_WEB_VERSION.PDF.

Consultation process with the public and stakeholders (more than 11 government institutions) to examine the proposals contained in the White Paper (April 2014).

NEXT
STEPS

Preparation of a short-, medium- and long-term implementation plan as well as its financial implications for the implementation of the White Paper.

NIGER

MISSION RESULTS

2012

- 11 - 22 July 2012
- 9 - 16 September 2012
- 18 - 25 November 2012

Intervention Strategy for the Agency of the Promotion of Cultural Industries and Businesses (APEIC) for the structuring of cultural sectors in Niger.

Action plan (2013-2015).

Reinforcement of the APEIC team's capacities (training in September 2012) and institutional strengthening of APEIC.

Identification of relevant structures and actors to support the APEIC in the development of cultural businesses in Niger and willing to sign a sustainable partnership agreement.

2013

- *Mission date: 26 August – 3 September 2013*

Networking by APEIC of entrepreneurs with the banking sector thus facilitating access to financing (August 2013).

Provision of a work space for cultural entrepreneurs (document collections, office equipment, Internet access) and promotion of cultural businesses and products (organization of a Cultural Businesses and Industries Fair in February 2014).

Creation of a website (<http://www.ap-eic-niger.net>) and preparation of a guide to "entrepreneurs hip in Niger in the cultural sector".

Production of tools to train cultural entrepreneurs in cooperation with the Chamber of Commerce, Industry and Handicraft (particularly its Business Centre).

Revision of the 2014 and 2015 Action Plan in September 2013.

Preparation of the policy paper for the identification of priority markets in the cultural industries sectors in September 2013.

2014/
2015

Production of planning and evaluation tools for APEIC activities: a modified Action Plan for the last months of 2014 and an Action Plan for 2015; a quarterly monitoring template for the implementation of these Action Plans and the identification of challenges.

Exploration of both national and international financing opportunities to support and sustain APEIC action.

Analysis of the progress achieved over the course of the missions as well as the challenges faced, particularly with regard to human and financial resources, administrative problems and those of a political-institutional nature.

Organization of an information workshop on access to international markets and techniques to adopt.

Review of the 4 years of APEIC's existence in the presence of 5 ministers.

Production of an annual activity report by APEIC.

NEXT
STEPS

Decentralizing advisory and expertise services provided by the organization for cultural entrepreneurs in two pilot regions out of the country's eight.

Developing the website to provide online tools for cultural entrepreneurs.

Conducting a feasibility study on the possibility of opening an APEIC showcase in Paris and Brussels.

Continuing consultations with the ministries of culture and finance to ensure the sustainability of APEIC's financial resources.

SEYCHELLES

MISSION RESULTS

2012	<ul style="list-style-type: none"> • 3 - 31 January 2012 • 23 March – 16 April 2012 	<p>Draft Policy on Creative Industries focused on skills and training.</p>	<p>Preliminary document: <i>Implementation Strategy for Music Industry Development</i> presenting the different segments of the music industry and a series of recommendations together with a time frame for their implementation.</p> <p>Submission of these documents during validation workshops organized in April 2012 by the Department of Culture and the National Arts Council and bringing together 56 participants (government bodies, artists, cultural agents, partners and speakers).</p>	
2013	<p>Presentation of the draft Creative Industries Policy to the Cabinet of Ministers, as well as the Implementation Strategy for the Development of the Music Industry by the Minister of Tourism and Culture (December 2012).</p>	<p>Approval of both drafts by the Cabinet of Ministers (2013).</p>	<p>Submission of the functions of the Seychelles Agency for Creative Industries to the Council of Ministers (September 2013).</p>	<p>Preparation of a cultural strategy for the Indian Ocean Commission based on the Creative Industries Policy.</p>
2014/ 2015	<p>Approval of the functions of the Seychelles Agency for Creative Industries by the government.</p>	<p>Drafting of official documents to operationalize the policy on creative industries by the Seychelles Agency for Creative Industries.</p>	<p>Implementation of the recommendations of the Strategy for Music Industry Development by the Seychelles Agency for Creative Industries.</p>	
NEXT STEPS	<p>Operationalization of the Seychelles Agency for Creative Industries.</p>	<p>Start of the implementation of the Creative Industries Policy.</p>	<p>Application of the Strategy for Music Industry Development.</p>	

VIET NAM

MISSION RESULTS

2012

- 15 - 30 April 2012
- 8 - 22 July 2012

Financial mechanism to develop creative industries in Viet Nam.

Creative Viet Nam – A Framework for Growth, Competitiveness & Distinctiveness framework of action which includes a short- and medium-term action plan for 2012-2014, 2015-2017 and 2018-2020.

2013

- *Mission date: 15 - 22 September 2013*

Organization of a workshop entitled "Recognising the creative industries in Hanoi" by the Ministry of Trade and Industry, the city of Hanoi and Le Brothers in order to identify the key issues concerning creative and cultural industries in Hanoi (April 2013).

Training and mentoring for strategy and policy makers in the cultural and creative industries (investment models and approaches, regulation).

Preparation of the first National Strategy for the Creative Industries in Viet Nam in September 2013.

Advocacy and partnership work to ensure large-scale commitment to the recommendations of the Strategy.

Presentation of the Strategy at a major political summit in December 2013 in the presence of the EU, within the framework of an event for the Asia-Europe Foundation.

2014/
2015

- *Mission date: 1 - 11 June 2014*

Support for the consultation process on the National Strategy for the Creative Industries through the development of the consultation methodology and the facilitation of the national consultation workshop.

Implementation of the Action Plan attached to the Strategy, particularly through the preparation of a proposal for the development of visual arts, based on a baseline survey on the current situation within the sector in Viet Nam.

Identification of financial resources to ensure the sustainability of the results and to continue the operationalization.

NEXT
STEPS

Development of a programme for 2015 to incubate audiovisual companies focused on multimedia, transmedia and video games, among other

Evaluation of opportunities to work with video game clusters in order to create a direct link to the sector