



Vr. 10 May 2013

# THE POWER OF CULTURE AS A CATALYST IN SUSTAINABLE DEVELOPMENT

24-27 NOVEMBER 2013

BALI, INDONESIA



MINISTRY OF EDUCATION AND CULTURE  
REPUBLIC OF INDONESIA



MINISTRY OF FOREIGN AFFAIRS  
REPUBLIC OF INDONESIA

IN COOPERATION WITH



United Nations  
Educational, Scientific and  
Cultural Organization



# A

## Background

### Local Cultures Respond to Globalisation

The world has become more dynamic due to borderless trade and travel, a 24/7 instant news cycle, and inexpensive mass communications and social media. These complex trends bring challenges along with significant opportunities. Rapid transformations among private and public sector agencies have raised concerns about safeguarding the world's cultural and linguistic diversity in the face of globalisation.

It has become imperative to develop institutional capacity to benefit from the positive opportunities and at the same time minimize the negative impacts from globalisation so that all nations can prosper in peace, justice and friendship.

We acknowledge the strategic role of the power of culture as a catalyst in sustainable development. The Forum is envisaged as an arena for sharing experiences, strengthening meaningful relationships, appreciating cultural diversity and fostering policies that enable local and national cultural communities to flourish in an age of unprecedented globalisation.

# A

## Background

### Invitation from the President of Indonesia

The President of the Republic of Indonesia, Dr. H. Susilo Bambang Yudhoyono, cordially invites all local, national, regional and international participants involved in culture and sustainable development to the World Culture in development Forum in Bali from November 24-29, 2013.

The Forum will be a seminal event lead by a South-South and South-North engagement with deep philosophical, humanistic and holistic keynote and plenary sessions; workshops and seminars; critiques and round tables. Demonstration projects featuring case studies and best practices focusing on gender mainstreaming, intergenerational equity and interfaith dialogue will play a prominent role in all the sessions.



I extend a warm invitation to delegates from all corners of the world to gather in Bali during November, 2013, and actively participate in the World Culture in *Development* Forum.

The first decade of the 21<sup>st</sup> century has witnessed fluctuating global growth and fortunes, conflicts and new geopolitical formations. These strategic changes demand that culture in all its manifestations be championed as an indispensable agent of change and reconciliation in the face of unprecedented globalisation.

Indonesia, one of the most culturally and linguistically diverse countries in the world, is initiating an inclusive and strategic opportunity for discussing, debating and understanding the role of culture in sustainable development.

It gives me great pleasure to invite Nobel Laureates, Heads of State, Ministers of Culture, top experts, senior policy-makers, NGOs, cultural practitioners and other stakeholders to this significant global gathering.

I look forward to welcoming you to Bali.

**DR. H. SUSILO BAMBANG YUDHOYONO**  
*President, Republic of Indonesia*

# A

## Background

### Contextual Framework

The UN General Assembly (2011) has called for a more visible and effective integration and mainstreaming of culture into development policies and strategies at all levels. It is important to note that despite the recent global financial crisis there has been continuous growth and prosperity in the domain of culture among the countries of the South. This is the most significant indicator in considering the paradigm shift from the persistent deficit model of culture in development to an affirmative and empowering approach where creativity, knowledge, culture and technology are drivers of job creation, innovation and social inclusion.

The Common Statement on the Outcome of the UN Conference on Sustainable Development (Rio +20) calls for innovative and entrepreneurial ways of moving forward. We have learned from the successes and failures attaining of the Millennium Development Goals(MDGs). The UN Secretary General emphatically said “more of the same will not do”.

It is acknowledged that there remains much to be done including ensuring that culture in all its dimensions needs to be integrated more forcefully in development. Culture must become an integral part of the Sustainable Development Goals (SDGs) in the post-2015 Development Agenda.

# B

## WCF Aim and Objectives

The aim of the World Culture in *Development* Forum is to create a space to discuss, debate and contest established ideas and approaches, and in doing so recommend:

- New pathways for locating culture as an integral part of sustainable development
- Ethical frameworks for ensuring community engagement and stakeholder benefits
- Qualitative and quantitative cultural indicators for measuring sustainable development
- Inputs into the framing of SDGs in the Post-2015 Development Agenda



# C Anticipated Outcomes

It is envisaged that the World Culture in *Development* Forum will result in strategic initiatives to:

- Promote knowledge communities for intercultural, intergenerational and interfaith dialogue (Bottom Up Approach)
- Further ethical investment and business practices for cultural industries (entrepreneurialship and partnership)
- Establish clearing houses for people-centred projects and practices, emphasizing local knowledge systems (best practices and empowerments)
- Develop conceptual frameworks informing the Post 2015 Development Agenda







***Bali, Indonesia is planned to be the global centre for Culture in Development discussions, in the same way that Rio de Janeiro in Brazil is associated with the environment and Davos in Switzerland with the economy***

E

Theme



BALI, INDONESIA 2013

**“The Power of Culture as a Catalyst in Sustainable Development”**



# Structure of the Forum

## Framework/Structure

World Culture in *Development Forum* will be launched by the President of Indonesia setting the scene for locating culture firmly within the Post-2015 SDGs.

Leading international agencies and critical thinkers notably Nobel Laureates will challenge the participants on four seminal themes that will form the overarching framework of WCF 2013:

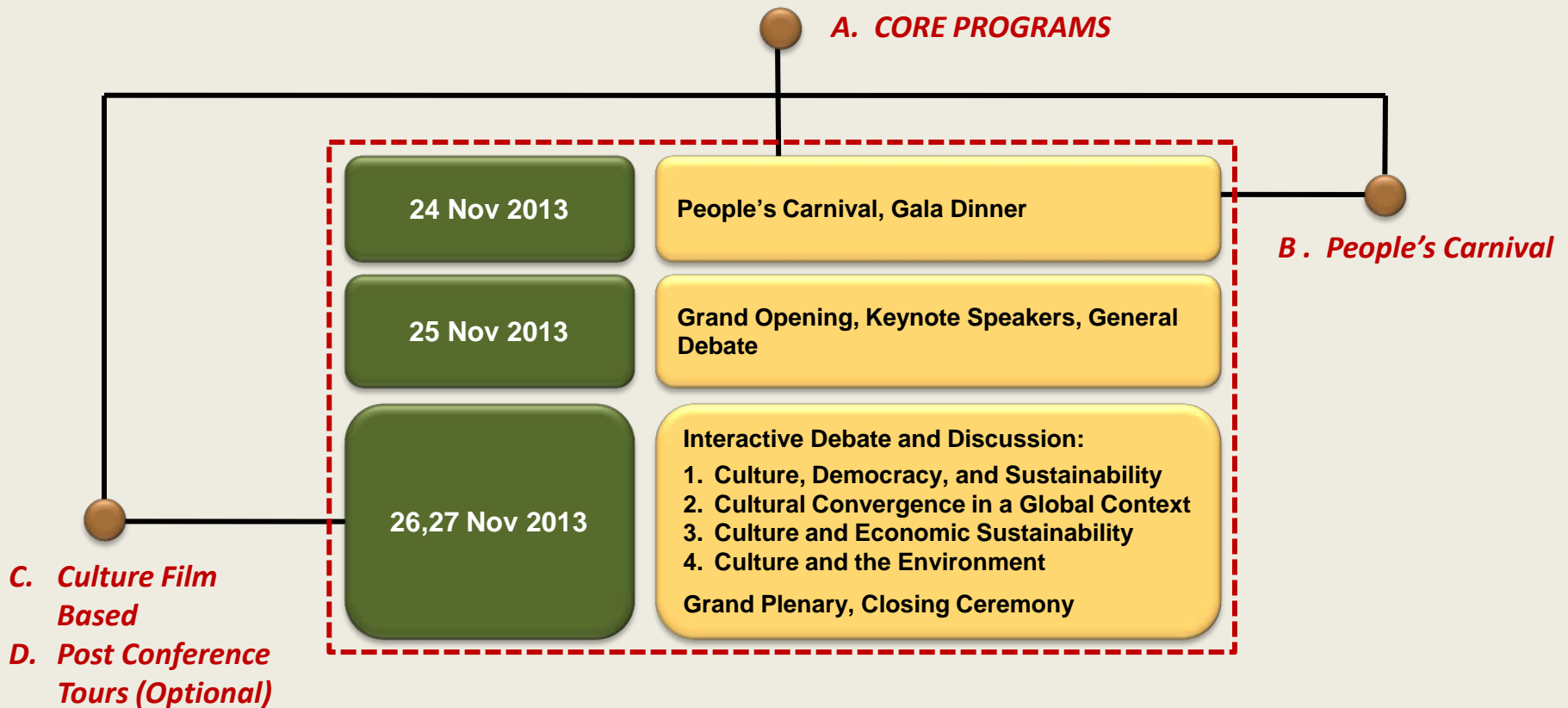
1. Culture, Democracy, and Sustainability
2. Cultural Convergence in a Global Context
3. Culture and Economic Sustainability
4. Culture and the Environment

Gender mainstreaming, cultural convergence (local/global) active youth engagement and children of today and tomorrow will be the cross cutting themes woven across the entire Forum. A series of discussions, debates, performances and symposia will be programmed with the participation of experts and practitioners from across the world. An inspirational and leading edge cultural programme will be part of the hospitality spectrum.



# Structure of the Forum

## World Culture in Development Forum (WCF) – “Bali Forum” 2013



# SCHEME: THE CORE PROGRAMS

SUNDAY, 24 November 2013

PEOPLE'S CARNIVAL

GALA DINNER

CULTURE FILM BASED

MONDAY, 25 November 2013

## GRAND OPENING

Culture Performance

Report from the Minister of Education and Culture, Republic of Indonesia

Keynote and Opening by the President of the Republic of Indonesia  
**H.E. DR. H. SUSILO BAMBANG YUDHOYONO**

## KEYNOTE SPEAKERS

- Speaker 1 : **H.E. KOFI ANNAN**, Former Secretary General of the United Nations and Nobel Peace Prize Winner, 2001 (*Culture and Development*)
- Speaker 2 : **H.E. DILMA VANA ROUSSEFF**, President of Brazil (*Culture and Economic Sustainability*) - *Economics*
- Speaker 3 : **H.E. ELLEN JOHNSON SIRLEAF**, President of Liberia, and Nobel Prize Winner (*Culture, Democracy, and Sustainability*)
- Speaker 4 : **H.E. IRINA BOKOVA**, Director General UNESCO (*Cultural Convergence in a Global Context*)
- Speaker 5 : **H.E. AL GORE**, America's most famous environmentalist, 45th Vice President of the United States, and Nobel Prize Winner (*Culture and the Environment*)

## GENERAL DEBATE

1. **Joseph Stiglitz (USA)**  
Nobel Memorial Prize in Economic Sciences, 2001
2. **Muhammad Yunus (Bangladesh)**  
The Nobel Peace Prize, 2006
3. **Tawakkul Karman (Yemen)**  
Nobel Peace Winner, 2011

VOUCHER DINNER

CULTURE FILM BASED

TUESDAY, 26 November 2013

## INTERACTIVE DEBATE

Interactive Debate 1:  
***Culture, Democracy, and Sustainability***

Interactive Debate 2:  
***Cultural Convergence in a Global Context***

Interactive Debate 3:  
***Culture and Economic Sustainability***

Interactive Debate 4:  
***Culture and the Environment***

## GRAND PLENARY

## CLOSING CEREMONY

Report from Chairpersons

Reflections, "The Bali Promise", and Grand Culture Finale

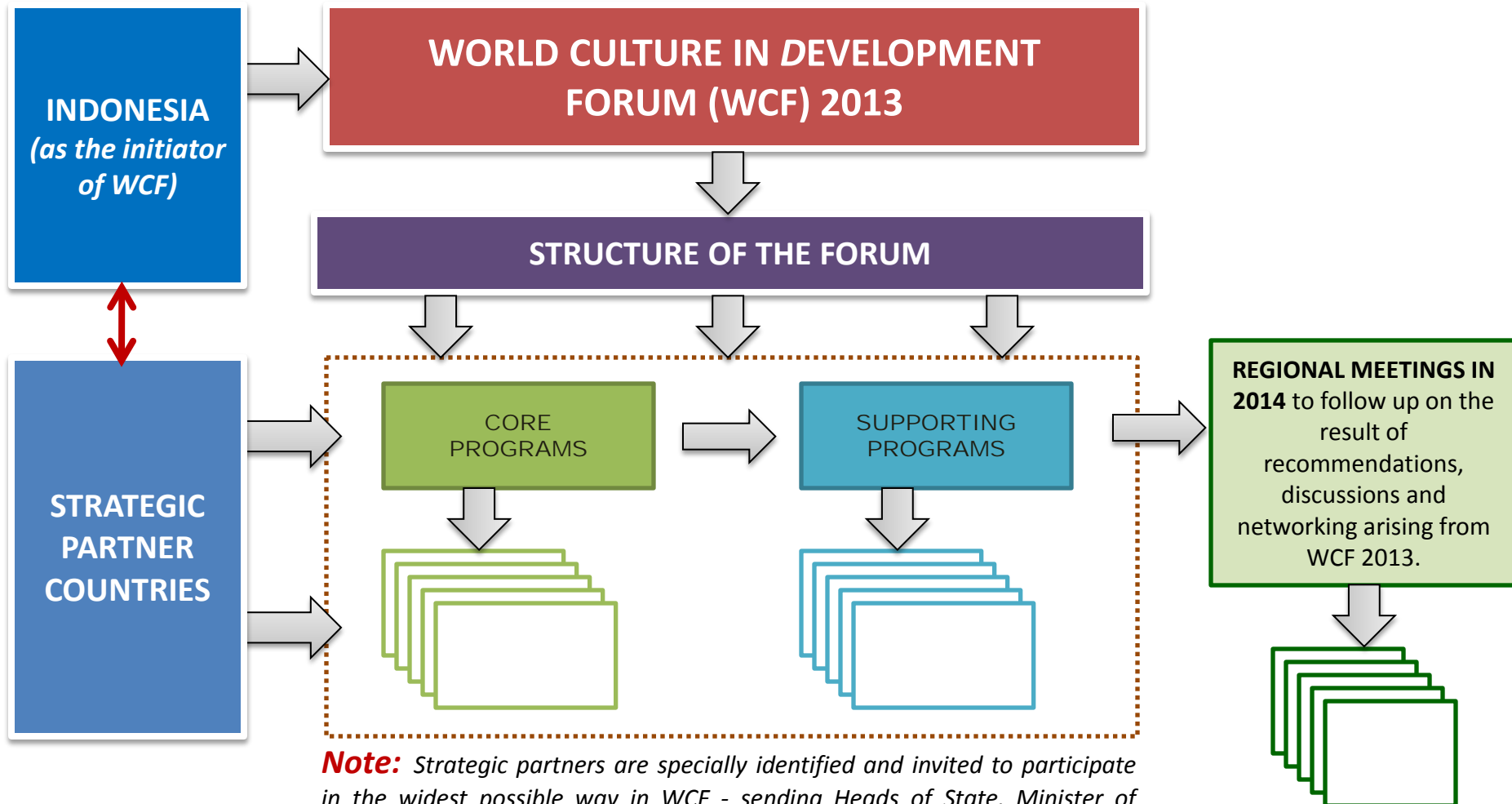
CULTURE FILM BASED

WEDNESDAY, 27 November 2013

POST CONFERENCE TOURS  
 (OPTIONAL)

# SCHEME: STRUCTURE OF THE FORUM

## Future Expectation and Plan



**Note:** Strategic partners are specially identified and invited to participate in the widest possible way in WCF - sending Heads of State, Minister of Culture, performers, and speakers.

# Supporting Programs

## 1. People's Carnival

Inviting the representatives of some famous worldwide carnival events:

1. Rio de Janeiro Carnival (Brazil)
2. Barongsai Festival/ Lantern Festival (China)
3. Kerala Festival (India)
4. Matsuri Festival (Japan)
5. Whirling Ceremony (Turkey)

As well as Indonesian 'BEST OF THE BEST' carnivals, such as:

1. Jember Fashion Carnival (Jember, Jawa Timur)
2. Reog Ponorogo Festival (Ponorogo, Jawa Timur)
3. Ogoh-ogoh Bali Festival (Bali)
4. Hudoq Borneo Festival (Kalimantan Timur)
5. Asmat-Agats and Baliem Valley Festival (Papua)
6. Yayasan Bunga Nusantara (Jakarta)
7. Baleganjur Parade of Youth (Bali)



# CONCEPT OF PEOPLE'S CARNIVAL



Representative floats and displays from the carnivals represented at “Bali Forum” will located at Garuda Wisnu Kencana (GWK). The People’s Carnival will be inviting the representatives of some famous worldwide carnival events, as well as Indonesian ‘BEST OF THE BEST’ carnivals.



# Supporting Program

## 2. Culture Film Based

This festival will showcase national and international films from all the Bali Forum participating countries. The aim is to highlight films which inspire or raise cultural themes in order to bring attention to the richness and diversity of the world's many cultures, especially in the face of homogeneity caused by globalization.

This festival is also aimed to support Indonesia's cultural image and to demonstrate the professionalism and variety of the Indonesian film industry both in its output and for Indonesia as a location site for film production by international companies.





# PROPOSED KEYNOTE SPEAKERS

# G

## Proposed Keynote Speakers



**H.E. DR. H. SUSILO  
BAMBANG YUDHOYONO**

*The President of The Republic of Indonesia*

1

- Elected President by popular, direct election by the people of Indonesia in 2004, he was reelected for a second term in 2009.
- The Initiator of the World Culture in Development Forum (WCF – “Bali Forum”)
- The Initiator of World Peace through “Soft Power” and a Cultural Diplomacy Approach
- Received the first-ever “Valuing Nature Award” in New York. The award was given to Mr. Yudhoyono by three global environmental and conservation organizations, The Nature Conservancy (TNC), the World Resources Institute (WRI) and the World Wildlife Fund (WWF)
- 2011, the United Nations named him as the “Global Champion for Disaster Risk Reduction”
- 2012, 21<sup>st</sup> Century Economic Achievement Award from US ASEAN Business Council (USABC)
- 2012, Literacy Prize from the United Nations Educational, Scientific and Cultural Organization (UNESCO)
- 2012, Awarded Knight Grand Cross in the Order of the Bath by Queen Elizabeth II

# G

## Proposed Keynote Speakers



2

**H.E. KOFI ANNAN**

*Former Secretary General of the United Nations  
and Nobel Prize Recipient, 2001*

- Kofi A. Annan was the seventh Secretary-General of the United Nations, serving two terms from 1 January 1997 to 31 December 2006 and he was the first SG to emerge from the ranks of United Nations staff.
- In 2001 Kofi Annan and the United Nations were jointly awarded the Nobel Prize for Peace with the citation praising his leadership for *"bringing new life to the organization"*.

***Availability confirmed, now in final negotiations***

# G

## Proposed Keynote Speakers



3

**H.E. DILMA VANA ROUSSEFF**

*The President of Brazil*

- The 36th and current President of Brazil. She is the first woman to hold the office.
- In 2005, she was also the first woman to become Chief of Staff to the President of Brazil.
- In 2002, Rousseff joined the committee responsible for the energy policy of presidential candidate Luiz Inácio Lula da Silva, who after winning the election invited her to become Minister of Energy. In 2005, a political crisis triggered by a corruption scandal led to the resignation of Chief of Staff Jose Dirceu. Rousseff took over the post, remaining in office until 31 March 2010, when she left in order to run for President. She was elected in a run-off on 31 October 2010.

# G

## Proposed Keynote Speakers



4

**H. E. ELLEN JOHNSON SIRLEAF**

*The President of Liberia*

- Ellen Johnson Sirleaf is the 24th President of Liberia and the first elected female Head of State in Africa. She won re-election in November 2011, and was inaugurated, on January 16, 2012, to a second and final term of office. After decades of fighting for freedom, justice and equality in Liberia, in 2011 President Sirleaf shared the prestigious Nobel Prize for Peace with two other women – fellow Liberian Leymah Gbowee, and Tawakkul Karman of Yemen. They were recognized, by the Norwegian Nobel Committee, for their non-violent struggle for the safety of women and for women's rights to full participation in peace-building work.

***Availability confirmed, now in final negotiations***

# G

## Proposed Keynote Speakers



**H.E. IRINA BOKOVA**

*Director General UNESCO*

5

- Irina Bokova is the Director-General of UNESCO. She was formerly a Member of the Bulgarian Parliament from the Bulgarian Socialist Party for two terms, minister and deputy minister of foreign affairs in the cabinet of Prime Minister Zhan Videnov, and was Ambassador of the Republic of Bulgaria to France and to Monaco, Permanent Delegate of Bulgaria to UNESCO and Personal Representative of the President of Bulgaria to the Organisation Internationale de la Francophonie (2005–2009).

On 22 September 2009, Bokova's candidacy was proposed for the post of Director-General of UNESCO. On 15 October 2009, The 35th Session of the General Conference elected Irina Bokova of Bulgaria as the tenth Director-General of UNESCO. Bokova is the first female and first Eastern European to head UNESCO.

***Availability confirmed, now in final negotiations***

# G

## Proposed Keynote Speakers



6

**Former Vice President, AL GORE (USA)**

*America's most famous environmentalist and 45<sup>th</sup> Vice President of the United States, and Nobel Laureate Winner*

Al Gore was previously an elected official for 24 years, serving for eight years each as U.S. Representative, U.S. Senator, and Vice President of the United States.

He jointly won the Nobel Prize for Peace in 2007 for his untiring work on the threat of climate change and global warming.

Gore lectures widely on the topic of global warming, and in 2006 starred in the Academy Award-winning documentary 'An Inconvenient Truth' discussing global warming and the environment. Under his leadership, one of Gore's organizations, Save Our Selves, organized the benefit concert Live Earth in an effort to raise awareness about climate change.

***Availability confirmed, now in final negotiations***





Proposed Speakers: Nobel Laureates, Minister of Cultures, Eminent cultural experts and practitioners



## Proposed Nobel Laureates



### **Joseph Stiglitz, *Nobel Memorial Prize in Economic Sciences, USA***

Joseph Stiglitz is an American economist and a professor at Columbia University. He is a recipient of the Nobel Memorial Prize in Economic Sciences (2001) and the John Bates Clark Medal (1979). He is a former senior vice president and chief economist of the World Bank, and is a former member, and Chairman of the Council of Economic Advisers. He is known for his critical view of the management of globalization, free-market economists (whom he calls "free market fundamentalists"), and some international institutions like the International Monetary Fund and the World Bank. Stiglitz is one of the most frequently cited economists in the world, and in 2011 he was named by Time magazine as one of the 100 most influential people in the world.



### **Muhammad Yunus, *The Nobel Peace Prize 2006, Bangladesh***

He is a Bangladeshi banker, economist and Nobel Peace Prize recipient. He previously was a professor of economics where he developed the concepts of microcredit and microfinance. These loans are given to entrepreneurs too poor to qualify for traditional bank loans. In 2006, Yunus and Grameen Bank received the Nobel Peace Prize "for their efforts through microcredit to create economic and social development from below". Yunus himself has received several other national and international honours.

Professor Yunus was chosen by Wharton School of Business for PBS documentary, as one of 'The 25 Most Influential Business Persons of the Past 25 Years'. In 2006, Time magazine listed him under "60 years of Asian Heroes" as one of the top 12 business leaders. In 2008, in an open online poll, Yunus was voted the 2<sup>nd</sup> topmost intellectual person in the world on the list of Top 100 Public Intellectuals by Prospect Magazine (UK) and Foreign Policy (United States).



## Proposed Nobel Laureates



### **Tawakkul Karman, *Nobel Peace Winner 2011, Yemen***

She became the international public face of the 2011 Yemeni uprising that is part of the Arab Spring uprisings. She has been called by Yemenis the "Iron Woman" and "Mother of the Revolution." She is a co-recipient of the 2011 Nobel Peace Prize, becoming the first Yemeni, the first Arab woman, and the second Muslim woman to win a Nobel Prize and the youngest Nobel Peace Laureate to date.

She is a co-recipient of the 2011 Nobel Peace Prize, becoming the first Yemeni, the first Arab woman, and the second Muslim woman to win a Nobel Prize and the youngest Nobel Peace Laureate to date. Karman is a Yemeni journalist, politician and senior member of the of Al-Islah political party, and human rights activist who heads the group "Women Journalists Without Chains," which she co-founded in 2005.



## Strategic Partner Countries

1. Brazil
2. China
3. France
4. India
5. Japan
6. Russia
7. South Africa
8. Turkey
9. United Kingdom
10. USA



# Audience

## COUNTRIES' HEADS OF STATE TO BE INVITED

### **WESTERN EUROPE**

1. France
2. Greece
3. Germany
4. Netherlands
5. Turkey
6. United Kingdom

### **EASTERN EUROPE**

1. Czech Republic
2. Russia

### **NORTH AMERICA**

1. United States of America

### **SOUTH AMERICA AND THE CARRIBEAN**

1. Brazil
2. Mexico

### **ASIA AND THE PACIFIC**

1. Australia
2. China
3. Fiji
4. India
5. Japan
6. Papua New Guinea
7. Republic of Korea

### **SOUTH EAST ASIA**

1. Brunei Darussalam
2. Cambodia
3. Timor Leste
4. Laos
5. Malaysia
6. Myanmar
7. The Philippines
8. Singapore
9. Thailand
10. Vietnam

### **AFRICA**

1. Kenya
2. Liberia
3. South Africa

### **ARAB COUNTRIES**

1. Egypt
2. United Arab Emirates

# Audience

## DELEGATES & SPEAKERS

1. Heads of State
2. Government – *Ministries of Culture*
3. Artisans and Artists
4. Academics
5. Cultural Industry Entrepreneurs
6. Cultural specialists
7. Indigenous communities
8. International Cultural Associations and Organizations
9. Media (*as delegates and speakers*)
10. Museum Specialists
11. NGOs
12. Religious leaders and thinkers
13. Other culture stakeholders

# M

## Venues

### BALI INTERNATIONAL CONVENTION CENTRE (BICC)



*Nusa Dua. P.O. Box 36,  
Nusa Dua Beach 80363  
Bali, Indonesia  
Tel : (62 361) 771 906  
Fax. (62 361) 772 047*

BICC has risen to the challenge. That is why so many world meetings and conventions made this their first choice. With exceptional conference facilities catering to international conferences and world summits to corporate conventions and exhibitions, BICC is the pride of Nusa Dua with facilities and services that rival anywhere in the world. Indoor and outdoor venues, both on site or in a location of your choice, can be catered to with BICC's internationally renowned level of quality service and attention to detail. Meeting facilities can easily be arranged for a wide spectrum of requirements and needs; be it a small scale company presentation or a private power breakfast to a full blown international conference with delegates from all over the world.

17 meeting rooms, 2,700 square meters exhibition space, Exclusive bonded warehouse, Built-in and portable simultaneous interpreter system, 10 meter ceiling in Nusa Indah Hall, Secretariat Offices, Ballroom Foyer (air-conditioned with natural lighting), Auditorium with 506 seats and built-in stage, Broadband internet access in all meeting rooms, Wi-Fi connection, Dedicated Convention Services and Audio Visual Team.

# M

## Venues

### GARUDA WISNU KENCANA



- Designed and built by Nyoman Nuarta, one of Indonesia's foremost sculptor, the Garuda Wisnu Kencana statue or GWK and its pedestrian building will be standing 150 meters tall with its wings span 64 meters across.
- With little rainfall and open to fresh tropical breeze, GWK facilities are ideal for all types of events, be it private or public, small or big, local or international.
- The first class acoustic environment of the 800 seat Amphitheater is peerless venue for intimate cultural performance. Enclosed by enormous limestone pillars with the Garuda figure as a backdrop, the dramatic Lotus Pond area has capacity at 7500, like the ceremonial boulevard of Balinese village.
- The Street Theater is suitable for processions, fashion show, and other mobile performances. The most intimate space, the Plaza Kura-Kura can hold 200 participants.
- In addition to the open public spaces, the Exhibition Gallery provides 200 square of covered area as well as ten square meter internal open courtyard.
- The newest venue in GWK is Indraloka Garden. With a beautiful view, it is one of the most appealing place for wedding and dinner party.



# M

## Venues

### WESTIN HOTELS & RESORTS



*Westin Resort Nusa Dua Bali  
P.O Box 36. Nusa Dua Bali 80363  
Phone : +62 361 7711906*

Meeting Facilities cater to a wide spectrum of requirements and needs: be it a small company presentation to a full scale international conference:

20 meeting rooms, most of them offering natural daylight, 2.700 square meters of exhibition space, Exclusive bounded warehouse, Largest ballroom in Bali, Built in and portable simultaneous interpreter system, Ballroom with foyer with air conditioning and natural lighting, Auditorium with 506 seats, built in cinema size screen, Broadband internet access in all meeting rooms, Wi-fi connection throughout the resort and conference centre, Expert service and audio visual team.



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