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Объединенных Наций по
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منظمة الأمم المتحدة
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Diversity of Cultural Expressions

4 IGC

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

**Fourth Ordinary Session
Paris, UNESCO Headquarters
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Item 9 of the provisional agenda: Draft operational guidelines on education and public awareness (Article 10 of the Convention)

At its second ordinary session, the Conference of Parties requested the Committee to submit to it for approval at its next session (June 2011) draft operational guidelines concerning Article 10 of the Convention on education and public awareness (Resolution 2.CP 7). This document contains in Annex I a preliminary draft that the Committee may wish to use as a basis for discussion.

Decision required: paragraph 7

1. At its second ordinary session (June 2009), the Conference of Parties to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Convention”) requested the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter “the Committee”) to submit to it for approval at its next session (June 2011) draft operational guidelines concerning Article 10 of the Convention on education and public awareness (Resolution 2.CP 7). At its third ordinary session, the Committee adopted the provisional agenda for its fourth session including an item on this subject (Decision 3.IGC 9).

2. Article 10 of the Convention specifically addresses Parties and invites them to (a) encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, *inter alia*, through educational and greater public awareness; (b) cooperate with other Parties and international and regional organizations in achieving the purpose of this article; (c) endeavour to encourage creativity and strengthen production capacities by setting up educational, training and exchange programmes in the field of cultural industries. These measures should be implemented in a manner which does not have a negative impact on traditional forms of production. Moreover, the Preamble of the Convention reaffirms the fundamental role that education plays in the protection and promotion of cultural expressions.

3. It is recalled that at its second extraordinary session (March 2009), the Committee engaged in a first debate on the visibility and promotion of the Convention. The Committee then requested the Secretariat to consult the Parties to the Convention and civil society on the subject (Decision 2.EXT.IGC 7). Pursuant to that Decision and the mandate given to the Committee by the Conference of Parties (Resolution 2.CP 7), the Secretariat sent a questionnaire to Parties and the NGO-UNESCO Liaison Committee on 6 July 2009: 32 Parties and 5 civil society organizations replied. Their responses are presented in document CE/09/3.IGC/211/INF5 which was published and distributed at the third ordinary session of the Committee, and is available on the Convention’s website (www.unesco.org/culture/en/diversity/convention).

4. Among the questions asked were some related to promoting awareness of the Convention, in particular Question 5. Responses indicated specific measures and actions that could be taken, in particular to:

- strengthen the ties between culture and education in policies and programmes, as well as on an institutional level;
- develop and provide information on the Convention to be used at various levels of formal education, from pre-school to university;
- support education and training programmes that facilitate mobility and exchanges of future generations of professionals in the cultural industries;
- raise awareness of the Convention’s objectives by using information and communication technology, as well as other media resources;
- support events that raise public awareness and disseminate information on the principles of the Convention.

5. An analysis of responses to the questionnaire suggests that education and public awareness can be ensured by implementing measures, educational activities and exchanges, that are adapted to meet the needs of various target groups such as students and professionals at the primary, secondary and university levels and professionals in formal and non-formal art education and cultural industries, policy-makers, young people, the media and cultural associations, etc. Each Party is therefore responsible for identifying the resources that it wishes to allocate for the organization of activities and for determining those that will have the biggest impact. The preliminary draft operational guidelines on education and public awareness (Article 10 of the Convention) (hereinafter “the preliminary draft”) in Annex I reflect these replies.

6. In order to illustrate how Article 10 could be implemented, the Secretariat developed an educational tool aimed at raising awareness of the values and principles of the Convention designed for young people between the ages of 12 and 16: *Diversidades, el juego de la creatividad*/Diversity, The Creativity Game (Annex II).

7. The Committee may wish to adopt the following decision:

DRAFT DECISION 4.IGC 9

The Committee,

1. *Having examined document CE/10/4.IGC/205/9 and its annexes;*
2. *Recalling Resolution 2.CP 7 of the Conference of Parties;*
3. *Adopts the draft operational guidelines on education and public awareness (Article 10 of the Convention), as annexed to this decision;*
4. *Submits the draft for approval at the third ordinary session of the Conference of Parties.*

ANNEX I

Preliminary draft operational guidelines on education and public awareness (Article 10 of the Convention)

Article 10 – Education and public awareness

Parties shall:

- (a) *encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, inter alia, through educational and greater public awareness programmes;*
- (b) *cooperate with other Parties and international and regional organizations in achieving the purpose of this article;*
- (c) *endeavour to encourage creativity and strengthen production capacities by setting up educational, training and exchange programmes in the field of cultural industries. These measures should be implemented in a manner which does not have a negative impact on traditional forms of production.*

1. *Parties to the Convention have a crucial responsibility to encourage and promote understanding of the importance of the protection and promotion of the diversity of cultural expressions, inter alia, through formal and non-formal educational programmes as well as public awareness activities aimed at citizens of all ages.*

Educational programmes and tools

2. Parties should encourage, at the appropriate levels, the adoption of an *integrated approach* in the design and implementation of educational programmes that promote the objectives and principles of the Convention. This should involve strengthening the ties between culture and education at the policy, programme and institutional levels. Cooperation with public authorities and private institutions involved in sustainable development and youth programmes should also be encouraged.

3. *Schools are important platforms* for transmitting information and knowledge on the importance of protecting and promoting a diversity of cultural expressions to young people. In this context, Parties can encourage, at the appropriate levels, the introduction of policies and programmes as well as the dedication of required resources aimed at:

- (a) including a diversity of cultural expressions in school curricula adapted to local contexts and cultures;
- (b) developing educational and training materials in multiple formats such as books, CDs, videos, documentaries, manuals or brochures, interactive games;
- (c) inviting artists and cultural professionals in the development of such materials and to participate in the activities of schools and other educational institutions;
- (d) enhancing the capacities of teachers to sensitize students about the diversity of cultural expressions and use wherever available guides and manuals to this end;
- (e) involving adults and parent associations to suggest themes and modules for teaching about the diversity of cultural expressions in schools;

- (f) involving youth in collecting and disseminating information about the diversity of cultural expressions in their communities;
- (g) transmitting experience through the promotion of participatory educational methodologies, mentoring activities and apprenticeships.

4. *Higher education and training institutions* are important environments for nurturing creativity and building capacities in the field of the cultural industries. In this context, Parties can support such institutions and encourage them to introduce programmes that facilitate skills development, the mobility and exchange of the next generation of cultural industry professionals. Parties may also consider establishing UNESCO Chairs in the field of the cultural industries.

Raising public awareness

5. Parties can devote resources to develop *awareness-raising tools* in multiple formats that meet the needs of diverse audiences, employ new information and communication technologies as well as non-formal means of transmitting knowledge. Artists and cultural professionals are to be invited to participate in the development of such tools.

6. Parties can *provide support for events* that can raise public awareness and disseminate information on the diversity of cultural expressions through, for example, the organization of symposia, workshops, seminars and public forums as well as exhibitions, concerts, festivals, award competitions, international days, etc. In this context, whenever possible, Parties should partner with public and private actors as well as existing civil society structures and networks.

7. The *media* can effectively contribute to raising public awareness about the importance of protecting and promoting the diversity of cultural expressions. Parties should provide support for the production of specialized programmes and campaigns that can be distributed through all types of media and reach diverse target groups. The establishment of a network of cultural journalists specializing in this field could be encouraged. Local broadcasting networks and community radios could play a major role in enhancing knowledge of diverse cultural expressions and events, as well as sharing information on good practices.

Promoting cooperation

8. Parties are encouraged to establish close collaboration with other intergovernmental and regional organizations in their efforts to raise awareness of the importance of protecting and promoting the diversity of cultural expressions.

9. Parties are encouraged, through their designated focal points (Articles 9 and 28 of the Convention) or through the national committees, to monitor the implementation of educational programmes and public awareness activities and to share information and good practices between them.

ANNEX II

Diversity Kit for Youth

The Creativity Game



To encourage creativity and the inclusion of cultural content in educational programmes, UNESCO has developed the *Diversidades, el juego de la creatividad*/ Diversity, The Creativity Game kit, a practical tool for educators to raise awareness among young people between the ages of 12 and 16 about the values and principles of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions. It is available in Spanish only.

Objectives

- Encourage the implementation of sustainable partnerships between the cultural and educational sectors.
- Provide parties to the Convention with a “ready-to-use” pedagogical tool to contribute to the implementation of Article 10 (education and public awareness) and better spread the key messages of the Convention among young people.
- Promote *creativity* and *cultural expression* and strengthen originality, a taste for exploration and critical thinking among young people, who will then be better prepared to face new economic and social challenges which will confront them in a complex world.

Description

- Specific content dedicated to the four central themes of the Convention: *diversity of cultural expressions, creativity, cultural policies and methods, international cooperation and partnership*.
- An innovative pedagogical approach (I-we-others-all) that questions the youth in the first person while encouraging the *collective construction* of the concept of “diversity” through a creativity competition game.
- A *fun and interactive* format available on CD-ROM and paper, specially devised for the target audience.

The Next Phase

- Develop and publish* a training guide.
- Encourage the adaptation* of the kit in other countries and contexts.
- Work with partners* on the implementation of a distribution strategy which will take into account educational levels, technology and literacy levels.

More information on the Convention’s website:
www.unesco.org/culture/en/diversity/diversidades

Partners

- UNESCO Chair in Cultural Policies and Cooperation
- Interarts Foundation (Spain)
- Spanish Agency for International Development Cooperation (AECID)

Donors

- Spanish Ministry of Foreign Affairs

Regions concerned

- South America
- Central America
- Spain

“The Youth Kit methodology encourages critical thinking and creativity among young people, helping them to better develop in their communities”

Irma Margarita Godoy, Ministry of Education of Guatemala

“I discovered that being creative, original and different is the best way to be equal”

Student at the ERGOS school, age 15, Dominican Republic