

Periodic Report on the Implementation of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions

The Convention on the Protection and Promotion of the Diversity of Cultural Expressions was adopted at the 33rd Session of the General Conference of UNESCO in October 2005. Viet Nam officially became member of the UNESCO Convention on 7th August 2007. Currently, 125 countries from all over the world and the European Union are parties to this Convention.

By becoming member of the Convention, Viet Nam, which is endowed with the cultural diversity of 54 ethnic groups, can protect and promote its cultural diversity, presenting the richness and abundance of Vietnamese culture to the world and introducing Vietnamese cultural policies as part of the process of international integration.

In the 3rd Conference of Parties held in 2011, Viet Nam was elected as one of the new members of the Inter-Governmental Committee of the Convention. As a member of the Committee, Viet Nam has more opportunities to make its voice heard at international cultural forums. The Ministry of Culture, Sports and Tourism of the Socialist Republic of Viet Nam has designated a representative person, a replacement for the representative person, assistants and experts to participate in the activities of the Inter-governmental Committee.

UNESCO has already promulgated guidelines for member states to make their report in accordance with international format and standards on quality evaluation, as well as the data system supporting relevant details. The Report should be submitted to UNESCO before 30th April 2012, in English or French. In order to undertake the international commitments and obligations of a member of the Inter-governmental Committee, and being aware of opportunities to promote the achievements of Viet Nam when participating in the 2005 Convention, the Ministry of Culture, Sports and Tourism of the Socialist Republic of Viet Nam hereby submits to UNESCO its National Report on the Protection and Promotion of the Diversity of Cultural Expressions as follows:

Executive Summary

The Report was prepared by Ministry of Culture, Sports and Tourism, highlighting: *cultural policies and measures; international co-operation; the integration of culture in sustainable development policies; protection of cultural expressions under threat; awareness-raising and participation of civil society; main achievements and challenges to the implementation of the Convention;* as well as *data and information* (sources and statistics) in pursuance to the regulations of UNESCO.

According to the viewpoint of UNESCO, cultural diversity is reflected in three different aspects: the right to cultural enjoyment, the right to cultural expression; and the right to recognition and respect for traditions, customs, history and cultural differences. The Report is designed based on this orientation, reflecting the reality Viet Nam has experienced, including challenges with regard to the protection of cultural diversity.

As a member of the Convention, Viet Nam has carried out many policies and measures to preserve the cultural diversity of a multi-racial country with a long history which stretches over many geographical regions and has recently undergone the process of enhanced industrialization and international integration. This process has provided opportunities for cultural development, but has also exposed potential threats and challenges to the cultural diversity and identities of many ethnic minorities. Cultural diversity is indicated in the system of cultural policies, orientations, investment preferences, target programmes and tax system, as well as integrated into the general socio-economic development strategy and reflected in the preservation of the heritages and cultures of the ethnic minorities, which are affected by modernization and widespread internationalization. The biggest challenge faced by Viet Nam is how to minimize the impacts of modernization on cultural diversity, creating a fair social environment where, against a background of international integration, the capacity for creativity is enhanced and everyone can enjoy culture in a market economy. Making strategies and policies to develop cultural industries will be the key to this process, together with other policies designed to protect and develop traditional and ethnic culture, which is a major strength of Viet Nam.

Part 1: General Information

(a) Name of Party: Viet Nam

(b) Date of ratification: 7th August 2007

(c) Ratification process:

On 4th June 2007, the Government of the Socialist Republic of Viet Nam approved the accession to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions and designated the Ministry of Culture and Information (renamed the Ministry of Culture, Sports and Tourism in 2008) as the contact point of Viet Nam to the Convention.

On 27th July 2005, the Memorandum of Understanding between the Government of the Socialist Republic of Viet Nam and the United Nations Educational, Scientific and Cultural Organization (UNESCO) was signed, affirming the specific commitments of Viet Nam to implement agreements with UNESCO, including activities related to the Convention.

On 7th August 2007, the President of the Socialist Republic of Viet Nam officially ratified the Convention on the Protection and Promotion of the Diversity of Cultural Expressions¹.

(d) Total contributions to the International Fund for Cultural Diversity to date: None

(e) Organizations responsible for the preparation of the Report: International Co-operation Department and Viet Nam Institute of Culture and Arts Studies, Ministry of Culture, Sports and Tourism of Viet Nam.

(f) Officially designated point of contact: Mr. Nguyen Van Tinh, Director General of International Co-operation Department.

(g) Date Report was prepared: 1st May 2013.

¹ Viet Nam declared its reservation for Article 25, para 3

(h) Name of designated official signing the Report: H.E. Mr. Le Khanh Hai, Deputy Minister of Culture, Sports and Tourism of Viet Nam.

(i) Description of the consultation process established for the preparation of the Report and name of representative(s) of participating civil society organization(s):

The Minister of Culture, Sports and Tourism of Viet Nam assigned the International Co-operation Department as the point of contact to work with Viet Nam Institute of Culture and Arts Studies to prepare the Report. The Drafting Committee was headed by Dr. Luong Hong Quang, Deputy Director General of the Viet Nam Institute of Culture and Arts Studies, with the participation of the following key members: Ms Nguyen Phuong Hoa, Deputy Director General of the International Co-operation Department, Mr. Trinh Quoc Anh, official of the International Co-operation Department, Mr. Pham Cao Quy, official of the Cultural Heritage Department, and Mr. Nguyen Tien Loc, researcher of the Viet Nam Institute of Culture and Arts Studies.

The International Co-operation Department sent an official dispatch to different ministries and agencies, such as the Ministry of Planning and Investment, the Ministry of Industry and Commerce, the Ministry of Information and Communication, the General Statistics Office, the General Department of Viet Nam Customs, the Publications Authority and the Broadcasting and Electronic Information Authority, as well as departments under the management of the Ministry, such as the Cinema Department, the Performing Arts Department and the Department of Planning and Finance, so that relevant data and statistics could be collected.

The Drafting Committee also consulted leading experts of Viet Nam in the fields of culture, and some organizations such as the Association of Vietnamese Folklorists, the Viet Nam Cultural Heritage Association and other non-governmental organizations.

The Report was discussed in expert meetings and a inter-ministerial meetings.

The final Report was made based on relevant inputs and contributions of experts and representatives participating in the seminars, in terms of both content and data.

The Report was approved by leaders of the Ministry.

Part 2: Measures

2.1 Cultural policies and measures

Cultural policies and measures include either comprehensive or specific ones to assist and promote happenings in practical cultural life. The common characteristic of the system is that priority is given to areas where many issues need to be solved, in order that cultural diversity may be maintained, such as the preservation of the heritage and culture of ethnic minorities and in border and island areas; the promotion of specific cultural and artistic fields such as cinema, performing arts and cultural publications whose contributions are needed to bridge particular cultural gaps; as well as state policies to support artists and cultural creators and strengthen copyright protection.

Cultural diversity is a mainstream which has been set out consistently and systematically in guidelines and policies by the state of Viet Nam. It was clearly stated in the Constitution and has been reflected in many legal documents and policies throughout different periods of time. According to Article 5 of the Constitution: “The State carries out a policy of equality, solidarity and mutual assistance among all nationalities, and forbids all acts of national discrimination and separation. Every nationality has the right to use its own

language and system of writing, to preserve its national identity, and to promote its fine customs, habits, traditions and culture. The State carries out a policy of comprehensive development and gradually raises the material and spiritual living conditions of the ethnic minorities. The State and the entire society seek to preserve and develop Vietnamese culture, which shall be national, modern, and humanistic; it shall inherit and promote the values of the cultures of all the nationalities in Vietnam, the thought, morality and style of Ho Chi Minh, the quintessence of human culture; all creative talent among the people shall be developed to the full.”

Being aware, following the ratification of the Convention, of the importance of a sound legal environment for the diversity of cultural expressions, Viet Nam continued to issue some legal documents (including resolutions of the Communist Party of Viet Nam, laws, decrees, ordinances and specific policies) as the foundation for management and monitoring by the state, encouraging the creativity of individuals and social groups when they participate in cultural activities and create values and cultural products. These include:

- *Amendment of the 2001 Law on Cultural Heritage with substantial changes:* Recognizing the participation of the private sector in collecting and formulating collections of antiques, as well as founding private museums, which had not previously been permitted by the Law on Cultural Heritage (2001); Promulgating specific regulations on intangible cultural heritage, an area which had been unclear in the previous law, in order to suit better the practical situation of Viet Nam, which is a multi-racial country undergoing the process of industrialization and modernization, with many cultural heritages facing the threat of deformation²; Promulgating clearer regulations on the responsibilities of different organizations and sectors, as well as the system of state agencies and the whole of society.

² Providing regulations on the inventories of cultural heritages for recognition and heritage valuation; Developing the function of cultural education, helping citizens to enjoy culture; Clearly identifying the role and position of the state in the protection and promotion of cultural heritage (1. Study, collect, make inventory, classify intangible cultural heritage; 2. Provide training, disseminate, publish, perform and restore different types of intangible cultural heritage; 3. Encourage and create favourable conditions for individuals and organizations to study, collect, keep, train and introduce intangible cultural heritage; 4. Provide professional guidance necessary for the protection and promotion of intangible cultural heritage based on the proposals of individuals and organizations who are currently owners of intangible cultural heritages; 5. Make necessary investments in the protection and promotion of intangible cultural heritages, preventing the possible deterioration and loss of intangible cultural heritages); the state will protect and develop the languages and writings of Vietnamese ethnic peoples through some necessary measures (1. Research, collect, maintain the languages, writings of the community of ethnic minorities; promulgate phonetic rules for the languages of ethnic groups who do not have their writings; implement special protection measures for writings, languages facing the danger of extinction; 2. Teach the writings, and languages of ethnic groups for officials, civil servants, military officers and personnel situated in the living areas of ethnic minorities and based on the regulations of the Education Law; publish books, newspapers and produce radio and television broadcasting programmes, theatrical performances in languages of ethnic minorities; 3. Promulgate legal documents and promote publicity activities to protect the authenticity and the development of Vietnamese language); The State will honour and provide favourable treatments for outstanding talented artisans, currently holding and making contributions towards the protection and promotion of the values of intangible cultural heritage (1. Award or posthumously award medals, state honourable titles and other respectable forms, such as “People’s Artisan,” “Meritorious Artisan,” for individuals who have made great contributions to the protection and promotion of the values of intangible cultural heritages, in addition to existing titles for people in the areas of professional arts, culture and academia; 2. Create favourable conditions and financially assist creative activities, performances, exhibitions and showcases of artisanal products; 3. Provide monthly allowances and other preferential treatments for artisans who have already been awarded state honourable titles and currently have low incomes and difficult living standards.

• *Promulgation of an amended and supplemented version of the 2006 Cinema Law in 2009*, indicating clearly the leading role of the state in establishing the national and modern cinema industry. This provided for the modernisation of the cinema industry, regulating the percentage of domestic films shown in theatre systems and other mass media; developing the Cinema Fund, regulating the reservation of land plots for cinema theatres, and mobilizing the participation of the private sector in cinema production and distribution³. The resulting changes have created new motivation for the development of the Viet Nam cinema industry in the process of modernization and integration.

• *Amendments to the 2001 Publishing Law in 2008 and 2011*: The first amendment was made in 2008 and took effect on 1st January 2009. Further amendments were made on 20th November 2011, taking effect on 1st July 2013. The aim of the three amendments was to meet the increasing demands of the publishing, printing and distribution sectors, as well as the trends toward international integration of the sector, which gave increased rights to enterprises and civil society organizations in relation to the establishment of publishing houses, clearly stating the authority and deadline for granting registration for the import of publications; allowing wider co-operation with foreign partners in terms of distributing publications and managing electronic publications (a new working field in Viet Nam), promulgating related regulations on intellectual properties, ensuring authors' rights in the

³Other measures: Investing in the construction of modern indoor and outdoor film studios as planned, modernizing equipment and facilities in digital technologies; Formulating projects to develop film production and enhance film publicity, so that at least 30% of films shown in the cinemas and 40% of films shown on television are Vietnamese; Encouraging the participation of individuals and organizations in cinema activities (1. The State will wholly or partly purchase the ownership rights to films with high artistic and spiritual values produced by cinema establishments; 2. Cinema establishments will enjoy favourable treatment in terms of value added tax, corporate income tax, export tax in pursuance to current tax regulations; 3. Enterprises and public service providers which want to build cinema theatres for filming business, filming distribution or other cinema establishments, will be granted the necessary land by the state or allowed to hire the necessary land in pursuance to current land regulations; cinema establishments are exempted from land registration fees while making the registration of land use rights, house ownership rights in pursuance to legal regulations; 4. Adjusting the land use planning of the region, reserving land plots for cinema establishments; providing policies, favourable treatments to encourage individuals, organizations to participate in cinema activities in the region; making necessary investments through cinema development target programmes for (i) the production of large-scale and highly-valued artistic cinema products; (ii) film production; (iii) scientific research in cinema activities; (iv) training and refreshment activities for human resources); as well as other issues related to the production of commissioned films and the sponsorship for film publicity (1. The State will commission relevant film screenings for political, social and external missions, serving children and military personnel at film theatres in mountainous, remote, ethnic areas and other countryside regions, 2. The State will commission film screening activities serving political, social and external missions in important ceremonies and celebrations of the country, 3. The State will financially sponsor national and international film festivals hosted by Ministry of Culture, Sports and Tourism); Reserving land plots for the construction of cinema theatres in urban planning (1. Competent authorities approved urban planning, so that residential areas should reserve land plots for the construction of cinema theatres in central locations, in which the number of cinema theatres should match the development of the population, 2. Cinema establishments which build cinema theatres will enjoy favourable treatment in accordance with relevant regulations); Establishing the Cinema Development Fund agreed by the Prime Minister to finance the following activities: (1. Awarding films with high artistic and spiritual values, in pursuance to the statutes of the Fund, 2. Assisting the production of experimental and premier films, 3. Supporting the development of script-writing, production camps, familiarization trips for artists, scientific seminars and studies; assisting talented persons to study cinema subjects abroad, promoting Vietnamese films abroad, so that the traditional cinema industry will be encouraged and developed). The Fund was firstly formed by some State-financed resources and supplemented by voluntary contributions and sponsorship from domestic and foreign individuals, organizations, as well as other legal sources, including ticket sales from the screening of films funded by the state budget.

publishing sector (as books and other publications are considered commercial goods); and providing stricter regulations on the legal deposit of publications.

- *Amendments to the 2005 Law on Intellectual Properties in 2009*: the amendments took effect on 1st January 2010, providing clear provisions on intellectual property for literary and artistic products on paper, as well as for other digital technology products (programmes, softwares, digital products) and television (broadcast programmes), as well as for other types of products, taking account of the fact that Viet Nam is a country where technology and the Internet have developed very quickly in recent years; the amended law also embraced traditional cultural products, a field in which intellectual property rights had not previously been fully recognized. The material rights for owners and relevant partners are also more clearly regulated and regarded as a property supported by the state for relevant partners.

- *Amendments to the Advertising Law promulgated by the National Assembly on 21st June 2012*: These took full effect on 1st January 2013, based on the previously-announced Advertising Law, providing regulations on the content of advertising billboards, outdoor advertising, media advertising, electronic advertising and advertisements on cultural and sports programmes. The coming into being of the Advertising Law will regulate the growing area of social relations relating to advertising activities in Viet Nam, not only making contributions to the development of the advertising industry, but also refreshing the cultural environment and preventing the over-development of commercialized activities, which in recent years have had a significant impact on the quality of artistic, cultural, tourism and sports activities and events.

- *Amendments to the Press Law*: The Press Law of 1989 was first amended in 1999 and has now been prepared for amendment again, in response to increasing demands for press reform and for more effective state management. The amended Press Law will contribute to ensuring freedom of press, freedom of speech for citizens, protecting and creating favourable conditions for press agencies and journalists to implement their press activities in pursuance to legal regulations, at a time when society has witnessed the strong development of new forms of media, democracy and the participation of citizens in publicizing the news.

The above-mentioned laws are very necessary for Viet Nam to develop a “rule of law” and a civil society. In the field of culture, the promulgation of relevant legal regulations indicates different cultural rights, including *the right to enjoy culture; the right to express and exercise culture, the right of individuals and communities to showcase and express their personal creations, the right to respect and recognize customs, traditions, history and other cultural differences in a society of democracy, civilization and humanity.*

In addition to legal regulations, relevant policies and strategies for each field have also been developed. The strategies identify the objectives and long-term vision, indicating basic activities, important programmes and projects which need to be implemented, the roadmap and necessary steps for implementation, together with relevant human and financial resources. The strategies have effectively supported the cultural development of Viet Nam in the course of industrialization and international integration, the promotion of a unique and diverse Vietnamese culture, as well as the absorption of the cultural quintessence of other countries in the world. The strategies promulgated by the Prime Minister include: *The Strategy for Cultural Development for the Period up to 2020* (issued in 2009); *The Strategy for Developing Sports and Physical Exercise for the Period up to 2020* (issued in 2010); *The Strategy for Developing Cultural Diplomacy for the Period up to 2020* (issued in 2011); *The*

Strategy for Tourism Development for the Period up to 2020, with a Vision to 2030 (issued in 2011); and *The Strategy for Family Development of Viet Nam for the Period up to 2020, with Orientation to 2030* (issued in 2012). Currently, the Ministry of Culture, Sports and Tourism of Viet Nam is compiling the *Strategy for Cultural Industries Development in Viet Nam*, which will be submitted to the Prime Minister for approval.

At management level, many specific plans are being prepared and it is expected that these will have a direct impact on the cultural life of local cities and provinces. To implement Resolution No.23 of the Central Political Bureau of the Communist Party on *The Development of Literature and Arts in the New Era*, since 2010 the government has assigned the Ministry of Culture, Sports and Tourism of Viet Nam to develop specific plans on: *Preferential Tax Policies for Literature and Artistic Products; Preservation and Promotion of Traditional Performing Arts Values; Subsidy for Literature and Artistic Products* and also on the *Promotion of Literature and Artistic Products in Foreign Countries*. These plans were submitted and expected to be approved by the Prime Minister in 2013.

At a practical level, under the management areas of the Ministry of Culture, Sports and Tourism of Viet Nam, through the implementation of a large number of programmes and events in the fields of cultural heritage, grassroots culture, performing arts, fine arts, photography and exhibitions, professional and amateur sports and physical training, tourism promotion activities, spiritual and cultural life has been nourished and developed towards the recognition of cultural differences and empowerment of the rights to creativity and cultural enjoyment.

2.2 International co-operation and preferential treatment

2.2.1 International co-operation

Viet Nam takes an active role in international co-operation in culture and receives great support from other countries, from UNESCO and from international organizations. Under the framework of the *World Decade of Cultural Development* initiated by UNESCO in the period 1988-1997, Viet Nam participated actively in international activities, in which awareness of the role of culture in the development process, as well as the diversity of culture, was widely disseminated. After the ratification of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions in 2007, Viet Nam actively carried out bilateral and multilateral activities in order to learn and share experiences on issues relating to the preservation and promotion of the diversity of cultural expression.

2.2.1.1 Signing cultural exchange and co-operation agreements

Since becoming a member of the Convention, Viet Nam has signed 42 bilateral agreements and treaties on cultural co-operation, which have served as the foundation for the enhancement and promotion of international co-operation in the field of culture. Viet Nam currently has two Vietnamese cultural centres, in Laos and France, and is preparing to establish further cultural centres in the USA, Japan, Cambodia and the Russian Federation. For the period from now until 2020, the government of Viet Nam is also considering a plan to establish Vietnamese cultural centres in some other regions of the world.

In Viet Nam, there are currently seven operating foreign cultural centres and some other countries are in the process of negotiating plans to open cultural centres in Ha Noi,

thereby contributing to the increased movement of cultural and artistic products, living international languages and events, and enhancing understanding of international cultures in Viet Nam.

2.2.1.2 International conferences

Since the enforcement of the Convention, the international conference on *The Values and Diversity of Asian Folklores in Global Integration* was organized in Ha Noi in September 2005. The conference focused on the following issues: characteristics of Asian folklores, diversity of folklore, cultural policies, cultural integration, traditional festivals and changes, traditional poems, traditional stories, games in festivals, traditional gastronomy, traditional beliefs and changes, traditional handicraft villages and changes, and traditional performances. This provided a very good opportunity for scientists and cultural managers to share opinions in order to diminish the clash between civilizations, creating a harmonious international environment. Under the circumstances of emerging trade liberalization, as well as the rapid speed and wider scope of globalization, the world has become more “open,” with closer engagement, thanks to the robust development of telecommunications and information technology, leading to the fact that the protection of cultural diversity is not only a necessary condition but also an enormous opportunity to build a world of peace and stability.

In 2008, under the framework of the Asia-Europe Meeting (ASEM), a conference entitled *Preserving and Promoting the Diversity of Cultural Expressions: Sharing Asian and European Experiences* was organized in Ha Noi, with the participation of delegates from 19 European and Asian countries, representatives of international organizations in Viet Nam and other Vietnamese delegates. This was an open forum for high-ranking officials, decision-makers and representatives of civil society organizations working actively in the field of culture in the Asia-Europe region to discuss three main groups of issues related to the diversity of cultural expressions, namely: public policies on cultural diversity; Asian and European experiences; balance of cultural exchange in Europe and between Asia and Europe; and the influence of trade on culture and joint activities of the two continents to develop cultural diversity.

In 2012, UNESCO, in collaboration with Ministry of Culture, Sports and Tourism and other central and local agencies, for the first time organized a *Culture and Development Week* in Viet Nam, held in Ha Noi from 5th-9th March 2012, featuring a series of events comprising policy dialogues, seminars, roundtable discussions **with media, guidelines launching**. During the course of this event, the multi-faceted relationship between culture and development was discussed and illustrated using clear examples, research results and appraisal by management authorities at different levels and by policymakers, international donors, civil society, the media and enterprises.

Current global discussions on culture and development are very useful for the formulation of a Vietnamese legal framework and for confirming the role of culture as “the spiritual foundation for society, the goal and the driving force for socio-economic development.” This will be even more important in future when Viet Nam becomes a middle income country. By recognizing and increasing the investment for culture, which is regarded as a spiritual manufacturing sector (heritage and cultural assets) or a process (development policies and action programmes suitable for the relationship between culture and development), the country can identify the ever-changing needs in society, and especially the

capabilities in coping with challenges related to human development, such as the increase of unfairness.⁴

Regarding biological diversity, which serves as the foundation for cultural diversity, Viet Nam has enhanced the preservation and promotion of the diversity of culture through the registration of world biosphere reserves. Up to now, Viet Nam has eight recognized biosphere reserves, including: *Can Gio Mangrove Biosphere Reserve*, *the Biosphere Reserve - National Park of Cat Tien*, *the Biosphere Reserve - Cat Ba Archipelago*, *the Biosphere Reserve of the Red River Delta*, *the Coastal, Sea and Island Biosphere Reserve of Kien Giang*, *the Biosphere Reserve of the Western Area of Nghe An*, *the Biosphere Reserve of Ca Mau Cape*, and *the Biosphere Reserve - Cu Lao Cham*. The government of Viet Nam has established the management boards of these biosphere reserves, provided financial support, linked biological and cultural preservation with the livelihoods of the people in the local communities, and organized training activities, seminars and conferences to build capacities.

2.2.1.3 International Arts Festivals

Viet Nam has organized regular international arts festivals such as the Hue Festival, the International Circus Festival, the International Puppet Festival and the Ha Noi International Film Festival. These events have provided opportunities for Viet Nam to present its culture to the world and to learn from the experience of organizing international arts festivals, which is a fairly new form of cultural exchange in Viet Nam and which could contribute to a more diverse spiritual and cultural life here.

2.2.1.4 Viet Nam cultural days/weeks/months/years in foreign countries and events of foreign countries in Viet Nam

Every year, Viet Nam organizes Viet Nam cultural days in foreign countries to introduce its unique and diverse culture to international friends, enhancing the mutual understanding between the Vietnamese people and peoples of different countries, and promoting friendship and co-operation in the field of culture in particular, as well as other fields of co-operation. Since 2005, Viet Nam has successfully organized *Viet Nam Cultural Days* in Japan, Korea, the UK, France, Sweden, Denmark, Norway and Russia. Conversely, Viet Nam has also collaborated with relevant partners to present outstanding cultural and artistic performances by artists from foreign countries in Viet Nam, such as the *German Year in Viet Nam 2010*, the *Korea Year in Viet Nam 2011*, the *Italy-Viet Nam Year 2012*, the *Laos-Viet Nam Friendship Year 2012* and the *Cambodia-Viet Nam Friendship Year 2012*.

2.2.2 Preferential treatments

Regarding preferential treatments to promote the diversity of cultural expressions, Viet Nam applies preferential tax policies and implements other related target programmes. These tools are regarded as two important measures to foster cultural diversity.

⁴ Within the framework of the *Culture and Development Week*, many events were organized, namely: Roundtable Discussion: Building Partnerships to Preserve and Promote Culture for Viet Nam's Sustainable Development; Workshop: Preservation and Promotion of Cultural Heritage in the Context of Modernization; Workshop: Heritage Education in Viet Nam's Schools; Workshop: Capacity Building Action Plan for World Heritage Sites in Viet Nam; Project Inauguration: Sustainable Tourism Development at the My Son World Heritage Site; Workshop: Integrating Culture and Tourism for Sustainable Development: The Quang Nam Experience; Workshop: Integrating Customary Practices into Conservation and the Local Economy; Workshop: Findings from the First Test Phase of the UNESCO Culture and Development Indicator Suite in Viet Nam.

To implement the policy of “Socialization”⁵ by the State and the Party in the field of arts and culture, Decree No. 69/2008/ND-CP of the Government on *Preferential Policies for “Socialization” in the Fields of Education, Vocational Training, Healthcare, Culture, Sports and Environment* was issued on 30th May 2008 to provide for the updating of the tax policy system. The state now provides tax preferences for public and non-public cultural and artistic establishments (including foreign investment projects in artistic and cultural “Socialization” activities), satisfying the requirements (stated in the list of artistic and cultural forms; scope, standards regulated in Decision No. 1466/QD-TTg of 10th October 2008 of the Prime Minister; as well as other regulations on tax codes). In this way, these above-mentioned establishments should now enjoy preferential treatments on: (i) tax (value added tax; export, import tax; business income tax); (ii) land; and (iii) credit and investment.

However, in reality these tax preferences have not yet been implemented, obstructing the participation of different economic sectors, as well as the creativity of artists.

2.3 National target programmes

From 1997 to the present, *National cultural target programmes* have been deployed in three phases over a period of five years, using the state budget to preserve and promote cultural heritage, prevent the deterioration of relics, assist the cultures of ethnic minority groups, develop the traditional arts and formulate the infrastructure for culture. The main areas covered by these programmes are as follows:

- *Preserving and promoting cultural heritage values*: Assisting the upgrading and restoration of about 300 relics, relic areas recognized as national relics and specially important national relics, many of which are relics of the ethnic minorities; Preventing deterioration and implementing emergency restorations for 1,200 to 1,500 national relics; Completing inventory missions for intangible cultural heritage values throughout the country and building up a distribution map of intangible heritage values; Implementing 500 projects on the collection, preservation and maintenance of intangible cultural values; Ensuring the introduction, advertising and promotion of collected and preserved intangible heritages; Preparing the data bank on intangible cultural heritages; Studying and preparing relevant files for typical intangible cultural heritages of the country to be submitted to UNESCO for approval as world cultural heritages; Restoring and bringing to the community 20 typical festivals of the ethnic minority groups; Constructing typical samples of ancient villages for the purposes of cultural tourism.

- *Developing grassroots culture and sports*: Assisting the construction of 500 commune cultural houses and sports halls and 3,000 hamlet cultural houses and sports halls, satisfying the requirements for the criteria of a typical rural development model; Constructing 30 district-level cultural and sports centres in different areas, including mountainous and remote areas; Allocating suitable equipment for the regular activities of mobile information

⁵ As Viet Nam is transferred from subsidized economy to market-based economy, the state promulgates the “socialization” policy to mobilize social resources, including private resources to make investments in culture, together with the state budget, which is different from the subsidized economy. Initially, the policy only focuses on financial issues, but now the contents are wider, including the rights, participatory involvement and conditions extended to citizens to enjoy culture and become creative in culture.

teams working at provincial and district levels; Allocating suitable equipment and devices for the regular activities of district-level cultural houses and 3,000 communal and hamlet-level cultural and sporting halls; Assisting in upgrading and maintaining the activities of existing entertainment facilities and playing grounds for children living in local areas; Implementing pilot projects to establish 10 public entertainment areas and playing grounds for children; Allocating equipment and cultural and information products for communes located in mountainous, remote, border, sea and island areas, and communes experiencing difficult conditions; Ensuring that 100% of cultural officers in communes and wards are professionally trained.

- *Developing traditional arts:* Establishing seven new traditional performing arts centres in some typical regions with many specific forms of support.⁶

The total expenditure of the target programmes is 15,400 billion VN dong, which also aims at the completion of unfinished work in the previous period.⁷

On 28th December 2011, the Prime Minister promulgated Decision No. 2472/QĐ-TTg regulating the complimentary allocation of some magazines, newspapers to ethnic and

⁶ Traditional performing arts centres were equipped with 10 passenger vehicles, 10 equipment vans, 10 generators with capacity from 20KVA to 30KVA and some sound, lighting equipment, musical instruments, performing devices and specialized costumes; 30 traditional arts performance shows were organised for public agencies, 10 shows were organised for non-public agencies; 60 specialized programmes were broadcast on television, including “Talk shows about traditional arts of Viet Nam” to introduce and promote these arts to domestic and international audiences; 40 training activities relating to the traditional performing arts were organised for public and non-public agencies; investment in the “Theatre School” project for the period 2012-2015 and six other programmes continue to be carried out in different provinces and cities.

⁷ Regarding projects to prevent deterioration and enhance the preservation and restoration of relics, the programme continues to invest in special restoration operations in relation to special national-level relics and unfinished national-level relics, namely: the complex of Hue monuments, Hoi An ancient town, the My Son Temples, the Hung Temple and the ancient capital of Hoa Lu; as well as investments in the restoration of national historic, architectural, artistic and natural landscapes, which are currently deteriorating, thus promoting the preservation of the country’s cultural values. Restoration operations were also carried out on the revolutionary and historical relics of Viet Bac Safe Zone, the Ho Chi Minh Trails, the network of war prisons and other important revolutionary bases. Every year, about 50-60 relics will be restored and 100-150 relics will be saved from deterioration. The capital investment for this period is 11,000 billion VN dong, a figure which includes 6,500 billion VN dong from the state budget, a 2,500 billion VN dong contribution from the local budget and 2,000 billion VN dong from other sources.

In addition, another 400 billion VN dong is proposed to be spent on projects to collect, preserve and promote the values of the intangible cultural heritages of Viet Nam’s 54 ethnic groups. In this period, the focus of spending will be on intangible cultural values which were already collected, in order to satisfy the needs for study and enjoyment of our people and our international friends; at the same time, it aims to complete the General Survey to formulate the intangible cultural heritage map; and to assist the formulation of the scientific files of three heritages to be submitted to UNESCO for approval as world heritages.

800 billion VN dong is also proposed to be spent on the development of traditional art forms, this is reflected in the construction and upgrading of performing arts theatres, assistance in the training of artists for different arts forms, and the formulation and preparation of traditional arts curricula for the school system throughout the country.

The National Target Programme on Culture for the period of 2011-2015 will also focus on the project to increase investments in the construction and development of the system of culture and sports establishments at different levels, with funds of 1,200 billion VN dong. The specific contents and missions of the project are to establish district-level culture-sports centres in regions with special difficulties, which are currently lacking district-level cultural establishments; building cultural establishments, sports halls at commune, village and hamlet level, satisfying the criterion of a typical rural development model; and providing all necessary facilities and equipment for the operations of multi-functional halls in the communes and districts.

mountainous areas and regions with special difficulties for the period 2012-2015. According to the Committee for Ethnic Minority Affairs, in the first year Decision No. 2472 was implemented, 19 titles of newspapers and magazines, with about 38 million copies valued at 162 billion VN dong, were transported and delivered to 490,000 contact points of the beneficiaries. The allocation of newspapers and magazines to ethnic, mountainous areas and regions with special difficulties in accordance with Decision No. 2472/QĐ-TTg has enhanced communication and publicity, improving the cultural life of ethnic areas.

2.4 Integrating culture into sustainable development policies

During the *World Decade for Cultural Development*, 1988-1997, Viet Nam was aware of the necessity to integrate culture into sustainable development policies and develop it to new heights. In Resolution 5 of 1988, the Communist Party of Viet Nam recognized culture as “the spiritual foundation for the society, as well as the goal and the driving force for socio-economic development.” This belief has since served as the foundation for many programmes and action plans of the government, ministries and sectors focusing on the contents of cultural development.

The socio-economic development strategies contained in Viet Nam’s five-year socio-economic development plans identified that the key mission was to develop culture and human resources, together with the restructuring of the economy, growth and poverty reduction. In the development strategies, investment in the development of the national education system, healthcare, welfare and social programmes, anti-illiteracy programmes and ethnic language teaching, created a foundation for development, reflecting in reality the integration of cultural elements into development policies. The integration of cultural elements into sustainable development strategies is reflected in some aspects, such as rural development, poverty reduction and gender as cross-cutting issues in development programmes. In the field of culture, community approaches and reality-based needs are two more important factors which contribute to the formulation of development programmes.

The national target programme on *Developing a New Rural Model in the Period 2010-2020* will be a typical example of these integration efforts, with the objectives: Formulating a new rural model with ever-modernized socio-economic infrastructure; Developing suitable economic structure and production forms, linking agriculture with the robust development of industries and services; Linking rural development with urban development according to planning; Developing a rural society characterised by democracy, stability and richness of traditional cultural identities; Protecting the ecological environment; Ensuring safety and security; and Improving the spiritual and material life of citizens.

The programme comprises 11 elements: Planning the construction of the new rural development model; Developing the socio-economic infrastructure, transforming the economic structure, developing the economy and increasing income; Reducing poverty and improving social welfare; Renovating and developing effective production and business forms in rural areas; Developing a healthcare system for people in rural areas; Developing cultural life, information provision and communication for rural areas; Providing clean water and improving hygiene standards in rural areas; Ensuring safety and security in rural areas; and Improving the quality of Party units, local governments and political-social organizations in the region.

The Ministry of Culture, Sports and Tourism of Viet Nam, together with Ministry of Information and Communication, have taken responsible for the implementation of the cultural aspects of these above-mentioned elements, as well as for the formulation of cultural life and the organization of information and media activities. The budget for the programme includes capital from national target programmes and supporting projects, loans and funds from enterprises.

The government's socio-economic development programme aimed at ethnic minority and mountainous area communes with special difficulties constitutes one of the long-term poverty reduction efforts carried out since 1998. This programme was named *Programme 135*, in pursuance to Decision No. 135/1998/QĐ-TTg of the Prime Minister. According to a previous plan, the programme was originally intended to last seven years and was divided into two phases – Phase 1 would last from 1998 to 2000 and Phase 2 from 2001 to 2005. However, in 2006 Viet Nam decided to extend the programme for a further five years and to this end the entire 1997-2006 period was redesignated as Phase 1. The second phase of the project (2006-2010) identified 1,946 communes and 3,149 hamlets and villages with special difficulties, which were listed as villages of Area II in 45 cities and provinces and became beneficiaries of *Programme 135*. The overall target was to create rapid change for production, stimulating economic restructuring and improving the spiritual and material life of the people.

In compliance with *Programme 135*, *Programme 30a* was issued in December 2008 and reserved for 61 districts with special difficulties. This programme was aimed at decreasing the rate of poverty-hit households to 40% by 2010 and bringing them into line with the average level of the province by 2015 and with the average level of the region by 2020. By that year the average income of poor districts is expected to have increased by 5.6 times in 2020. The percentage of trained and educated labourers was expected to be 25% in 2010, over 40% by 2015 and over 50% by 2020. By 2020, it is envisaged that transportation will conveniently connect most communes during all four seasons; sealed roads will connect planned villages and hamlets; electricity will be provided to most citizens; and educational and medical facilities, spiritual and cultural activities, as well as ethnic cultural identities, will be ensured.

In the fields of information and communication, the Prime Minister approved in 2005 the *Development Strategy of Viet Nam Information Technology and Communication for the period up to 2010 with Orientation to 2020*, and in 2009 the Project *Developing Viet Nam into a Strong Country in the Fields of Information Technology and Information*, creating the essential foundations for the development of information technology and communications infrastructure, and for the creation of many new creative and entertainment forms, as well as personal connections in a modernized society.

The project *Developing Information Technology and Communication in Rural Areas from 2011 to 2020* was issued in 2011 with the following objectives: Developing the infrastructure for a modern and compliant information technology-communication network at grassroots-level areas, making contributions to economic restructuring, development of production and services and poverty reduction and improving the intellectual level of rural areas; Spreading post office, telecommunication services and information technologies, as

well as radio and television services, magazines and newspapers to rural people, so that the information gap between rural and urban areas will be gradually narrowed down; Digitalizing and storing information relating to everyday life in the Internet environment, creating favourable conditions for people in rural areas to get access to and process information quickly and conveniently, and ensuring two-way communication from central to grassroots levels, so that people in rural areas can receive information and make their voices heard, expressing their wishes and thinking, thus promoting grassroots democracy.⁸

The national target programme on *Providing Information to Mountainous, Remote, Border, Sea and Island Areas in the Period 2012-2015*, hosted by Ministry of Information and Communication, aims at formulating and strengthening the grassroots information and telecommunication system; reducing the gap between different areas in relation to the provision and enjoyment of information ; contributing to economic development, improving the cultural and spiritual life of the people; and ensuring safety and national defence in mountainous, remote, sea, island and border areas.⁹

⁸The Project has the following contents: a) the infrastructure shall be built in 100% of communes in remote areas and regions with special difficulties will each have one public establishment providing post and telecommunication services, serving less than 7,000 people on average for each establishment, within an approachable radius of less than 3km, b) 100% of communes will be connected with multi-service broadband connections, c) 100% of land and coastal territory and islands under the sovereignty of Viet Nam will be covered by the national radio and television network and the radio system will be broadcast to most communes; The following services should be provided to: a) Ensure that almost all people living in rural areas could use universalized post and telecommunication services; b) 100% of the lowland and upland and most of mountainous communes will be provided every day with copies of the Nhan Dan Daily Newspaper and the Daily Newspaper of the local party committee; c) 100% of agencies, organizations and enterprises located in the territory of the commune will be equipped with landline telephone services, 100% of communes will be provided with broadband internet services and the services will be reserved for offices of the People's Committee, schools and healthcare establishments; d) the density of telephone provision for rural areas will account for 40-45% that of the whole country; the density of internet users will account for 30-40% that of the whole country ; the following information should be provided: a) To ensure that most households in rural areas can hear/watch radio/television programmes providing essential information; b) the newspapers, radio and television stations and news portals of the Party, state, socio-political organizations at central and local level will have special contents and programmes on agriculture for farmers and rural areas, providing information suitable with the needs, educational attainment level and customs of people in rural areas, c) State agencies at district level, ward level, department level, sector level and equivalent will have news portals or news websites providing information in pursuance to Article 28 of the Law on Information technology. The total expenditure is about 24,664,000,000,000 VN dong (twenty four thousand, six hundred and sixty four billion VN dong), in which the state budget contribution amounts to 150 billion VN dong, enterprise contributions amount to 7,914 billion VN dong, funds from public telecommunication services of Viet Nam 15,150 billion VN dong, and other sources 1,450 billion VN dong.

⁹ The Programme was implemented in the territories of 62 poor districts and seven districts with high rates of poor households, in which relevant policies and mechanisms concerning investment were applied, including those for poor districts, communes with special difficulties in ethnic minority and mountainous areas, communes with special difficulties in coastal areas, sea and island areas, border communes and communes in safety zones, as well as other mountainous and remote districts and communes. The programme comprises three projects: Project 1: Enhancing human resources working in the fields of information and telecommunication in mountainous, remote, sea, island and border areas with a budget of 55 billion VN dong; Project 2: Enhancing the infrastructure for information and telecommunication in mountainous, remote, sea, island and border areas with a budget of 1,111 billion VN dong; Project 3: Enhancing the information and telecommunication content provided in mountainous, remote, sea, island and border areas with a budget of 564 billion VN dong.

2.5 Protection of cultural expressions under threat

The protection of those forms of cultural expressions of Viet Nam which are under threat is an important content in relevant plans to preserve and promote cultural heritage values in the face of threats from robust economic growth, modernization and integration. This process includes the formulation of dossiers for the recognition of world cultural heritages in need of urgent safeguarding, making inventory and categorizing national intangible cultural heritages, as well as identifying suitable support programmes.

Up to now, Viet Nam has two world intangible cultural heritages in need of urgent safeguarding, namely *Ca tru* singing and *Xoan* singing. These are two traditional performing arts which have already lost their performance space. There are only a few practitioners of these forms left and they require urgent safeguarding. In the national target programme developed by the Ministry, as well as other programmes developed by provinces possessing these heritages, tens of billions of VN dong have been spent on the restoration of some performance spaces for these traditional performing arts (commune halls, performing inns), as well as the teaching, collection and promotion of these art forms.

On 27th December 2012, the Ministry of Culture, Sports and Tourism of Viet Nam promulgated the List of National Intangible Cultural Heritage (Phase 1), which named 33 intangible cultural heritages in pursuance to the Law on Cultural Heritage. Among these 33 intangible cultural heritages, seven have already been inscribed by UNESCO in the Representative List of Intangible Cultural Heritages and the List of Intangible Cultural Heritages in Need of Urgent Safeguarding. The intangible cultural heritage of *Don ca Tai tu* – a style of traditional improvisational chamber music found in the south of the country - which has already been submitted to UNESCO, was also recognized on this occasion. People's Committees at different levels in the areas where intangible cultural heritage is located are responsible for carrying out state management on intangible cultural heritages in pursuance to the legal regulations on cultural heritage.

In terms of preserving and promoting the cultural heritages of different ethnic groups in a multi-racial country, in addition to the orientations reflected in the strategies and policies, in 2011 the Government ratified the project *Preserving and Developing the Cultures of the Ethnic Minorities of Viet Nam*, with four major objectives: 1) Mobilizing the strength of society to develop traditional cultures, affirming the role of culture as the spiritual foundation of society, as well as the goal and the driving force for socio-economic development, ensuring safety and national defense and safeguarding national sovereignty; 2) Preserving and promoting the traditional cultural identities of ethnic minority groups in accordance with the practical situation, with a special focus on areas where there is a high risk of cultural distortion (eg. amongst ethnic groups with a very small population which do not have the conditions to protect their own cultures; emphasis will also be placed on the preservation and protection of cultures of ethnic groups in border areas, sea and island areas and hydropower plant resettlement areas), maximizing the role of cultural subjects in developing the traditional cultures of different ethnic groups; 3) Honouring good traditional cultural values

of the ethnic groups, encouraging the creativity of new cultural values, reducing gaps in living standards and enhancing the capacity to enjoy culture between regions and races, increasing the connection between economic development and the preservation and development of the cultures of different groups; 4) Increasing investment by the state, increasing the socialization of cultural activities, mobilizing all resources for the preservation and development of the cultures of Viet Nam's ethnic minorities, linking the missions of economic development with cultural development, especially in key ethnic minority areas, remote areas, areas with special difficulties, border areas and sea and island areas.¹⁰

In 2008, The Prime Minister decided that in future the 19th of April every year will be designated as the *Cultural Day of Vietnamese Nationals*, in order to strengthen national pride, consolidate the national solidarity of the whole people, and honour the cultural diversity of Vietnamese nationals.

Part 3: Increasing Awareness and Participation of Civil Society

Culture has a solid foundation in the everyday life of societies; it has been a process resulting from treatments of people extended to nature, between these peoples, which created institutions, values and cultural forms in societies. The participation of civil society in cultural development is another aspect, requiring increased awareness and participation to highlight cultural expression in society.

Increasing awareness and the participation of civil society in the field of culture is reflected in two aspects: 1) Attracting the participation of civil organizations (old and new) in the organization of cultural life, relics management and provision of financial resources; 2) Supervision and social criticism.

- *Attracting the participation of civil organizations:* Viet Nam is a country where most inhabitants live in rural areas (68.25% in 2005), where cultural activities have been run by traditional social organizations which were set up on the basis of gender, age or region. When

¹⁰ The Project identified the following key aims: Urgently protect the cultures of those ethnic groups with a very small population (less than 10,000 people), and of ethnic groups in hydropower plant resettlement areas, making widespread connections with other relevant programmes and projects; Formulate the cultural life and cultural environment of the ethnic minority areas; Closely link the missions to formulate cultural life with other socio-economic development missions suitable to each region, each area, each religion, each race; Respect and implement programmes to preserve and promote good traditional values and formulate and develop new values on cultures, arts and literature, with special attention paid to the development of languages and writings of ethnic groups; Preferably invest in the maintenance and promotion of the traditional performing arts of ethnic minority groups; Collect, restore and develop some traditional performing art forms which are under threat of being lost; Enhance the links between the preservation and promotion of ethnic identities with socio-economic development, the development of traditional handicrafts, combine community-based tourism and poverty reduction; Uniformly formulate and improve the quality and efficiency of public cultural establishments, promote the role of communities in organizing community-based activities, maximize the practical efficiency of cultural establishments; Enhance cultural exchanges between regions, areas, destinations and throughout the whole country; Formulate preferential policies to encourage the study, inventory, preservation, teaching and introduction of the intangible cultural heritages of the ethnic minority groups of Viet Nam; Complete the systems of institutions and cultural establishments, and especially, the set of indicators for the cultural development of Viet Nam's ethnic groups.

festivals or other events such as funerals, marriages occur in a village, these organizations are the ones which run the rituals and other activities, following procedures which have been passed down from generation to generation. In addition, rural communities have also witnessed the appearance of new social organizations under the umbrella of the Fatherland Front Organization, including Women's Unions, Youth Associations, Elderly People's Associations and War Veterans' Associations¹¹, which participate in the social and cultural activities of the communities. Thanks to the work of these organizations, many cultural activities in local areas have been maintained and organized on a voluntary basis, as well as managed in a practical and effective manner. Recently, due to the general improvement of the living standards, many voluntary and humanitarian activities have been promoted by individuals, who have donated land to build schools and community centres or to establish museums and libraries to serve the needs of the people. In urban areas too, individuals and enterprises participate actively in cultural activities. In recent years, many professional and social organizations have appeared, such as the Cultural Heritage Association, the Ethnic Minority Culture Association, the Traditional Culture Association and other NGOs in the fields of arts and culture, providing relevant funds which support the creativity of artists. Individuals or groups of independent artists have also appeared in urban areas. This is a new situation, coming at a time when Viet Nam has not yet successfully established a market economy and carried out its open-door policies and international integration efforts.

- *Participation in social criticism activities:* Where cultural activities are concerned, the participation of the people in criticizing the policies and orientations of the state is deemed a key part of the policy-making process. The most important areas of this process relate to the financial management of heritage, relics and festivals, copyright for performances, films, paintings, and programmes aimed at mobilizing the people to take part in the management of heritage, reflected in newspapers, ideas collecting movements, with the support of media, which are made by professionals, artists, people in the communities and professional-social organizations. Thanks to this participatory process, many policies have been submitted for consultation by the people and many proposals made by ordinary citizens have been accepted by the state and given practical implementation as real-life management models.

Since 2007, the Ministry of Culture, Sports and Tourism, in collaboration with Danish Embassy in Viet Nam, has organized the annual *Dialogues on Cultural Policies* forum, with the aim of increasing understanding between policymakers, managers and artists, arts groups, cultural organizations, cultural universities and research centres and the media. These forums have provided an excellent opportunity for parties to better understand each other, enhancing mutual understanding and producing new proposals and ideas for the more effective operation of management mechanisms in the cultural environment.

¹¹ According to statistics of the Ministry of Culture, Sports and Tourism, the estimated financial contributions made by citizens for the period 2001-2005 amounted to more than 500 billion VN dong; in Ha Noi city alone, from 2002-2008, over 900 relics received 449 billion VN dong from community contributions. For the period of 2006-2010, tens of billions of VN dong were spent to prevent deterioration, preserve and renovate hundreds of relics, with the financial support of social resources; The system of relics and festivals has gradually changed the economic structures of the communities where the relics are located, bringing about huge benefits for local people, including enhanced material and spiritual life.

Part 4: Achievements and Challenges in the Implementation Process of the Convention

Viet Nam's most important achievement when implementing the Convention has been the raised awareness of different management levels and sectors concerning the necessity to maintain and enhance the diversity of cultural expressions, at a time when industrialization, modernization and international integration is impacting heavily on Vietnamese society. Cultural diversity is at the heart of traditional Vietnamese culture, thanks to the diversity of cultures of the different ethnic groups, as well as the differences between cultures of different regions and areas. Based on these foundations, different ethnic groups and the inhabitants of different communities can live together harmoniously. They contact and exchange with one another, creating the "unity in diversity" that is a key feature of the culture of Viet Nam.

The maintenance and management of the national culture of "unity in diversity" through a legal framework and policy measures is another of Viet Nam's outstanding achievements. Six Laws have been amended and many strategies and policies have been promulgated, mobilizing the whole society to practical participation in the process of preserving and promoting cultural diversity; the cultural identities of ethnic groups are thus protected, despite robust economic development, mass movement of the population and the strong effects of commercialized social activities.

Viet Nam's success in harnessing the participation of communities and social organizations under the umbrella of mobilization policies is another significant achievement. By applying these policies, many intangible cultural heritages and relics have been preserved and restored. Many sources have also been mobilized to organize cultural events and activities.

Finally, through its international co-operation activities, Viet Nam has learned much valuable international experience, as well as sharing its own experiences with foreign partners. The relations between Viet Nam and UNESCO, as well as with other state members, have been gradually enhanced. The resulting international integration in the field of culture is another achievement of Viet Nam's participation in the Convention.

The greatest challenge Viet Nam faces does not concern policy or spiritual matters; but rather the practical matters relating to the implementation of the Convention, namely maintaining a balance between economic development and cultural development, ensuring that, at a time when the country turns to a market-based economy, activities are not run exclusively for profit.

The second challenge is how to balance the import and export of cultural products. Viet Nam focuses on the free movement of goods, regarding culture as goods and services which may be purchased, yet cultural goods have their own identities, requiring different treatments. Pursuant to UNESCO principles, Viet Nam is also facing difficulties in protecting its own culture, which is now under high pressure from cultural goods imported to Viet Nam (the domestic production of cultural goods is weak and cannot currently compete effectively with foreign products such as American films, Korean waves of films, fashions and culture, Japanese manga, etc).

The third challenge is how to enhance cultural diversity by applying measures and policies which suit the processes of modernization and international integration. Maintaining

the efficiency of copyright law, formulating sponsorship funds, formulating policies to attract investments in the field of culture, formulating heritage management models based on the communities and livelihoods of the people, assisting heritages which are under threat of deterioration, enhancing the creativity of artists by maintaining a creative environment, formulating support policies in the fields of labour, professions...all of these measures are important prerequisites for maintaining cultural diversity in Viet Nam, as well as for achieving the objectives of the Convention.

Cultural awareness is not simply an objective of the development process, it is also a tool which serves this process. According to the suggestions of UNESCO, Viet Nam is going in the following direction: If the initiatives and approaches serving the development process also pay attention to cultural elements, the comprehensiveness of the development process and its appropriateness to real-life circumstances will be greater. This development process brings about fair benefits for every person and enhances the mastering capability of the cultural subjects. Current global developments would result in new trends, in which cultural systems are integrated with development strategies and programmes, providing general benefits for the whole of society, focusing on the general objective to maintain current cultural diversity, enhance the diversity of culture by applying major measures/tools, continue to finalize mechanisms, and improve the roles and co-operation between the three pillars of state, civil society and the environment in the field of culture.

Date when report was prepared

Name of the designated official signing the report

Title	First name	Family name	Organization	Position
Mr.	Khanh Hai	Le	Ministry of Culture, Sports and Tourism of Viet Nam	Deputy Minister

Date of signature

Signature

APPENDICES

1. Major sources and Internet-based sources

- General Department of Statistics.
- Ministry of Planning and Investment
- Ministry of Culture, Sports and Tourism
- Ministry of Information and Communication.
- UNESCO Ha Noi Office
- Vietnam Institute of Culture and Arts Studies
- <http://www.gso.gov.vn>
- www.unfpa.org
- www.un.org.vn
- www.gopfp.gov
- www.cinet.gov.vn

2. Report on ready-made statistics

Demographic factors:

The whole country (thousands of people): 86927,7

Density (people/km²): 263¹²

a) Demographic structure:

No.		Unit	2008	2009	2010	2011
1	Population	Thousand people	85118.7	86025	86932.5	87840
2	Annual population growth rate	Per mill	10.7	10.6	10.5	10.4
3	Population proportion (Total = 100%)					
	Under 15 years old	%	25	24.5	24.7	24
	From 15-64	%	67.5	69.1	68.5	69
	Over 65	%	7.5	6.4	6.8	7
4	The proportion of population movement between cities and provinces	Per mill	6	8.7	9.7	10.4
5	The percentage of literate population (over 15 years old)	%	93.6	94	93.7	94.2
6	Export values of cultural products	1000 USD	54035	46851	43744	
	<i>In which: Tapes and CDs</i>	<i>1000 USD</i>	<i>39138</i>	<i>32460</i>	<i>36890</i>	
7	Import values of cultural products ¹³	1000 USD	199473	197840	310796	
	<i>In which: Tapes and CDs</i>	<i>1000 USD</i>	<i>135473</i>	<i>110641</i>	<i>230058</i>	
8	The proportion of performing arts, entertainment in GDP ¹⁴	%	0.75	0.79	0.76	0.72
9	The proportion of labourers working in the fields of	%	0.4	0.4	0.5	0.5

¹² <http://www.gso.gov.vn/default.aspx?tabid=387&idmid=3&ItemID=11505>

¹³ Including: Newspapers, magazines, pictures, photos and other products of the printing industries: hand-writings, diagrams, typewriting, CDs and tapes (recorded or not).

¹⁴ Including the following activities: (1) Creation, arts, entertainment; (2) Activities of museums, libraries, archives and other cultural activities; (3) Lottery, betting and gambling; (4) Sports, entertainment activities (Not include state management activities on arts, culture, entertainment

	arts, entertainment ¹⁵					
10	Monthly expenditure of households on culture and entertainment (per person and on average)	1000 dong	11		16	
11	The number of handphone subscribers over 1,000 persons	subscribers	790	1278	1296	1339
12	The number of Internet users over 1,000 persons	Persons	245	265	308	348
13	The percentage of Internet-users over the population	%	24.5	26.5	30.8	34.8
14	The percentage of households possessing colour TV	%	86.6		87.8	
15	The number of personal computers over 1,000 persons	Unit	115		170	

Source: General Department of Statistics

b) Migration:

- The percentage of migrated people over the total population: 7.7% of the population.
- The 2009 census of population showed that 6.6 millions people over 5 years old changes their living addresses to other places in the period of 2004-2009. The 1999 census of population showed that 2.1 million people migrated (Source: Domestic migration: Opportunities and Challenges for socio-economic development of Viet Nam www.un.org.vn)

c) Language and literacy rate:

- Official language:¹⁶ Vietnamese

¹⁵ The number of labourers over 15 years old working in the fields of arts, entertainment over the total number of over 15 years old working labourers of the whole country.

¹⁶ Vietnam is a multi-racial country. Kinh people accounts for 85% of the whole population. There are 53 other ethnic groups in different families of languages

Austroasiatic family, including the following languages: Kinh (Viet), Muong, Nguon, Poong, Tho, Cuoi, Dan Lai, Li ha, Ruc, May, Sach, Ma Lieng, Kri (Phoong), Aream, Mang, Kho Mu, Xinh Mun, Khang, O Du, Bru-Van Kieu, Paco, Ta Oi, Co Tu, Bana, Co, Ca Dong, Ha Lang, Gie Trieng, Xodang, Rongao, Takua, Hre, Mo Nam, Ve, Rơ Mân, Tơ Dơ, Brâu, Coho, Mnông, Mạ, Xtiêng, Choro, Khmer Nam Bộ.

Thai-Ka Đai family, including the following languages: Tày, Nùng, Cao Lan, Thu Lao, Thái Đen, Thái Trắng, Thái Đỏ, Thái Thanh, Thái Dọ, Thái Hàng Tổng, Lào, Lự, Tày Nặm, Pa Dí, Giáy, Bô Y, Tu Dí, Pu Nà, Tồng, Thủy, Laha, La Chí, Púpéo, Cơ Lao, Nùng Vèn.

Hmong-Mien family, including the following languages: Mông, Na Mèo, Pà Thên, Miên (Dao Đỏ, Dao Đeo Tiền, Dao Cooc Ngáng, Dao Ógang, Dao Quần Chẹt, Dao Đại Bản, Dao Tiểu Bản...), Mùn (Dao Quần Trắng, Dao Thanh Y, Dao áo Dài, Dao Họ, Dao Tuyền, Dao Làn Tền,...)

Austronesian family, including the following languages: Chăm Đông (Chăm Ninh – Bình Thuận), Chăm Tây (Chăm An Giang, Tây Ninh), Êđê, Giarai, Raglai, Hroi, Churu.

Chinese-Tang, including the following languages: Hoa, Lô Lô, Hà Nhì, La Hủ, Sila, Cống, Xá Phó, Phù Lá.

In these languages, there are only some languages possessing traditional writings, namely: Nôm Tày; Thai ancient writings in the Northern Parts, Quỳ Châu, Man Thanh, Lai Pao; Chinese; Sanscrit writings of Khmer; Nôm Nùng; ancient Chăm writings; Sanscrit writings of Laos; Nôm Dao; Nôm Cao Lan.

- Speaking languages: In the article “Threatened languages and the preservation of cultural diversity, languages of Vietnamese ethnic groups” posted in the Language Newspapers, No.4 in 1999, Nguyen Van Loi informed that: Based on the existence capability, socio-linguistic conditions, he categorized threatened languages of Viet Nam into 5 groups:

The first group includes most of lost languages and only small number of people use them now (less than 10 persons). These are: Red Colao in Trung San, Hoàng SuPhi (Red Colao people move to speak Quan Hoa), Tong language in Yen Son, Tuyen Quang (Tong people is classified as Dao group).

- Literacy rate: literacy rate of adults (more than 15 years old) is 94%, the literacy rate of teenagers is 92.8%. In which the rate of urban areas is 96.9, rural areas-91.5 (National survey on teenagers and young people of Viet Nam– SAVY2 in 2009).

Movement of flow of cultural services and goods

a) Import and export values of cultural products

- Total export values of cultural products, in millions USD
- Total import values of cultural products, in millions USD
- Total export values of cultural services, in millions USD
- Total import values of cultural services, in millions USD

No.	Contents	Unit	2008	2009	2010	2011
1	Values of exported cultural products	1000 USD	54035	46851	43744	
	<i>In which: CDs and tapes</i>	<i>1000 USD</i>	<i>39138</i>	<i>32460</i>	<i>36890</i>	
2	Values of imported cultural products ¹⁷	1000 USD	199473	197840	310796	
	<i>In which: CDs and tapes</i>	<i>1000 USD</i>	<i>135473</i>	<i>110641</i>	<i>230058</i>	
3	The proportion of performing arts, entertainment in GDP ¹⁸	%	0.75	0.79	0.76	0.72
4	The proportion of labourers working in performing arts, entertainment ¹⁹	%	0.4	0.4	0.5	0.5
5	Monthly expenditure of households on culture and entertainment (per person and on average)	1000 dong	11		16	
6	The number of handphone subscribers over 1,000	subscribers	790	1278	1296	1339

Thuy language in Chiem Hoa, Tuyen Quang (Thuy people is also classified as Dao group), O du language in Con Cuong, Nghe An (most of O du people move to speak Thai, Kho mu, only some people remember this language), Tu Di (Bo Y) in Muong Khuong, Lao Cai (Tu Di people move to speak Quan Hoa).

The second group includes languages in emergency: only around 100 people use these languages, namely: Pu Péo, White Colao in Dong Van-Ha Giang, La Chi in Hoang Su Phi – Ha Giang; Laha in Thuan Chau – Son La; Ta Mit in Than Uyen – Lao Cai; Nung Ven in Ha Quang – Cao Bang ; Đan Lai, Li Hà, Tày Poong ở Con Cuong – Tan Ki – Nghe An; Mã Liêng, Cọi (Krih) in Huong Khe-Ha Tinh; Rục, Mày, Sách in Tuyen Hoa-Quang Binh, Arem in Bo Trach-Quang Binh

The third group includes languages with number of users less than 1,000 persons, the scope of use is narrow, mostly they are used for family conversations and will be lost by the young generations and heavily affected by languages of higher position. These are the languages of Mãng, Kháng, Xinh Mun in Mon-Khmer family language and Tang-Mien family language with Cống, Sila, Xá Phó, Phù Lá, La Hủ.

The fourth group includes languages with number of users from several thousands to tens of thousands, the scope of use is narrow, mostly they are used for family conversations of all generations, but some parts could be replaced by other languages. These are: Nà Mèo in Trang Dinh, Lang Son and Son Duong, Tuyen Quang; Pà Thên in Chiem Hoa, Tuyen Quang and Bac Quang, Ha Giang; Lolo in Bao Loc, Cao Bang and Dong Van, Meo Vac, Ha Giang.

The fifth group includes languages with number of users from tens of thousands to several tens of thousands, mostly they are used for community conversations and passed over next generations. However, these languages are easily affected by languages of higher position. These are: Hà Nhì, Giáy, Khơ mú, Choro, Churu, Pakô, Tà Ôi.

¹⁷ Including: Newspapers, magazines, pictures, photos and other products of the printing industries: hand-writings, diagrams, typewriting, CDs and tapes (recorded or not)

¹⁸ Including the following activities: (1) Creation, arts, entertainment; (2) Activities of museums, libraries, archives and other cultural activities; (3) Lottery, betting and gambling; (4) Sports, entertainment activities (Not include state management activities on arts, culture, entertainment.

¹⁹ The number of labourers over 15 years old working in the fields of arts, entertainment over the total number of over 15 years old working labourers of the whole country.

	persons					
7	The number of Internet users over 1,000 persons	Persons	245	265	308	348
8	The percentage of Internet-users over the population	%	24.5	26.5	30.8	34.8
9	The percentage of households possessing colour TV	%	86.6		87.8	
10	The number of personal computers over 1,000 persons	Unit	115		170	

b) Movement of goods and services:

- Total number of translated products that are published.
- Total number of products that are translated and published in foreign countries.

Produce and distribute cultural products:

a) Cinema (According to Official Dispatch no. 128 ĐA/VP dated 14/3/2012 on the formulation of national report on cultural diversity):

- The number of feature films shown in cinemas from 2008 to 2011:
 - 2008: 11 films
 - 2009: 08 films
 - 2010: 17 films
 - 2011: 17 films
- The percentage of feature films co-produced from 2008 to 2011: For the years of 2008, 2009, 2011, there were no co-produced films. In 2010, there was 01 co-produced film, accounting for 5.8%.
- The percentage of local distributors (by 2011): 98.6%
- The percentage of cinemas over 1,000 people (by 2011): 0.0012 (Cinema)

b) Radio/ Television (According to Official Dispatch no. 215/PTTH&TTĐT providing information for the formulation of the national report on cultural diversity).

- The amount of hours of television programmes broadcast annually is 637,290 hours/year (13 hours/ day).
- The amount of hours of radio and television programmes related to ethnic minorities and annually broadcast:

The radio, television programmes related to ethnic minorities of the national stations:

Viet Nam National Radio Station - The ethnic minority channel of VOV4:

- 12 languages: Mong, Dao, Thai, Bana, Ede, Jo rai, K'ho, M'nong, Xo dang, Khmer, Cham, K'Tu.
- Broadcast: 1,750 minutes/day (29.16 hours/ day) on VOV1 and VOV4.

Viet Nam National Television Station - The ethnic minority channel (with Vietnamese subtitle) of VTV5

- Broadcast: 24h/day

In addition to that, some local Radio-Television Station produces their own programmes on ethnic languages to serve ethnic people living in the region.

- The amount of hours of television and radio programmes broadcast annually (inside and outside the country)
 - Radio: annually 256,960 hours/ year (11-12 hours/ day).

- Television: annually 210,240 hours/ year (10 hours/ day).

c) Books (Statistics of Ministry of Information and Telecommunication):

- Number of published books: In 2008, the number of published books was as follows: 20,601 books with 196,325,141 copies. In 2010, the number of published books was 25,769 books with 277,765 millions copies. In the first 6 months of 2012, the number of published books was 8,971, with 157,295,215 copies.

- The number of publishing houses: Up to June, 2012, there were 64 publishing houses, 119 city/ provincial publishing companies; 70 private cultural companies who have the functions of book publishing.

- The number of book stores: 13,700 book centres, supermarkets and book traders.

d) Music:

- There is 1 professional state-run music publisher named DIHAVANA and other publishers with disc-producing functions like Sai Gon Cultural Publisher and Phuong Nam Book.

- The number of professional music studios: No official statistics.

Cultural consumption and cultural enjoyment:

a) The percentage of citizens (according to gender and age indicator), who could possibly participate for some times in cultural activities like concerts, performances live broadcast in theatres (No official statistics).

b) The percentage of citizens coming to the cinema over 1,000 citizens (No official statistics).

c) The sale of book products:

In 2008, the export-import revenue was increased to 14.45 millions USD, up by 29% in comparison with 2007. In which, in terms of export issues: 4.860 millions books, 5.780 millions magazines, newspaper; the export revenue was 2.9 million USD, increase by 16% in comparison with 2007.

The export-import revenue was 18.76 millions USD in 2009, increase by 130% in comparison with 2008, in which the following items were imported: 7,692,000 copies of books, 6,827,000 magazines, newspapers; the import revenue was 15.46 millions USD, up by 133% in comparison with 2008. The following items were exported: 265,000 copies of books, 5,167,000 magazines, newspapers; The export revenue was 3.3 million USD, up by 113% in comparison with 2008.

There was no official statistics in 2010, 2011 and 2012.

d) The number of facilities used in households (% population):

- The percentage of households possessing television:

Content	Unit	2008	2009	2010	2011
The percentage of households possessing colour TV	%	86.6		87.8	

- The percentage of personal computers over 1,000 people:

Content	Unit	2008	2009	2010	2011
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The number of personal computer over 1000 people	set	115		170	
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Connectivity, infrastructure and approachability

a) The number of cell phones over 1,000 people.

Contents	Unit	2008	2009	2010	2011
The number of subscribers over 1,000 people	Subscriber	790	1278	1296	1339

b) Total number of Internet users over 1,000 citizens

Contents	Unit	2008	2009	2010	2011
Total number of Internet users over 1,000 citizens	People	245	265	308	348
Percentage of Internet users over the population	%	24.5	26.5	30.8	34.8

c) Percentage of Internet users over the population: The number of Internet users in 2011 was 34.8 million. The percentage of internet users over the population is 34% (the average percentage of the world is 33%). In 2012 alone, Viet Nam has 1.59 millions new users (WeAreSocial – UK). According to Vietnam Internet Network Information Center, Ministry of Information and Telecommunication, the percentage was 35.49% in September 2012.

d) The number of e-newspapers: 61

e) The number of live radio programme: No official statistics

f) The percentage of radio and television stations: No official statistics.

g) The number of community-based radio stations: 695 district-level radio-television stations, 9,000 commune-level radio stations.

Economics and finance:

a) The percentage of contributions of cultural activities to (GDP): 2.44%. (According to *Survey on the living standard and housing 2010, Statistics Book 2010, Census of population 2009-General Department of Statistics*).

b) The percentage of labourers hired in the cultural sector: No official statistics

c) Public expenditure: Government expenditure for culture: in average accounts for 1.1% to 1.3% over the past 5 years.

d) Household expenditure on culture and entertainment (statistics were drawn from surveys made by Vietnam Institute of Culture and Arts Studies in 8 provinces in 2010)

- Expenditure for traditional rituals in families and communities: 25%
- Expenditure for marriages, funerals: 31%
- Expenditure for tourism :14%
- Expenditure for cinema: 5%
- Expenditure for books, CDs, tapes and cultural products: 15%

- Total expenditure on culture and entertainment over total expenditure of the year: 21% of the monthly expenditure of the surveyed households.

International cooperation

a) Official Development Assistance (ODA) distributed to the cultural sector: (the percentage of distributed ODA):

b) The expenditure (in USD) of Official Development Assistance for culture (estimation).