



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

Create
2030

**PRO
GRAM
ME**



**13th Intergovernmental
Committee**

*for the Protection and
Promotion of the Diversity of
Cultural Expressions*

FEBRUARY 11-14
2020



Create
2030



WHAT IS...

CREATE | 2030?

Create|2030 is a series of talks hosted by UNESCO to discuss how investments in creativity can have a direct impact on achieving the 2030 Agenda for Sustainable Development.

Create|2030 features artists, academics, policy makers and entrepreneurs from around the world. It introduces innovative ideas for the cultural and creative sectors that promote gender equality, fundamental freedoms, quality education, economic growth and decent jobs and equality between countries.

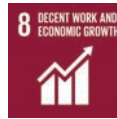
15:00



*The long-term impact of the
International Fund for Cultural
Diversity's investments*

Room II

11:00



*Discovering diverse creative
content in the digital
environment*

Room II

12_{FEB}

13_{FEB}

**PROGRAM
ME**



12 WEDNESDAY
FEBRUARY
2020

15:00

10 YEARS OF CREATI VITY:

The long-term
impact of IFCD
investments

To celebrate the IFCD's 10-year anniversary, this talk will bring together former beneficiaries to highlight how the Fund's investments contribute to the implementation of the Convention, by strengthening the means to create, produce, distribute and access a variety of cultural expressions.



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10 YEARS OF CREATIVITY:

12 FEBRUARY | PARIS

By contributing to the creation of jobs, income generation, social inclusion and dialogue, the cultural and creative industries are directly contributing to sustainable development.

In developing countries, these industries have not yet reached their full potential. Weaknesses in legislative frameworks, the lack of professionalization of cultural actors, poor access to financing and barriers to market entry are some of the main challenges to their development.

In recent years, the share of official development assistance (ODA) paid by countries to support

"creativity" in developing countries has declined. It decreased from \$US 465.9 million in 2005 to \$US 257 million in 2015¹.

In this context, the International Fund for Cultural Diversity (IFCD), the key instrument for cooperation and international assistance of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, constitutes an important mechanism to support the cultural sectors of developing countries Parties to the Convention.

¹OECD, Statistics on resource flows to developing countries, 2017.





10 YEARS OF CREATIVITY:

SPEAKERS

During the **Create|2030 Talks**, speakers will share their experiences and achievements following the implementation of IFCD projects in their respective countries. They will also discuss the implementation of policies that support professional training for careers in the cultural and creative industries and the production of goods and services that contribute to the growth of the creative economy.



Zimbabwe

Farai Mpfunya

Farai Mpfunya is co-founder and executive director of the Harare-based Culture Fund of Zimbabwe Trust. He was responsible for overseeing the implementation of the "Measuring the Economic Contribution of Zimbabwe's Cultural Industries" project, which produced the first study on cultural statistics in Zimbabwe.

Since becoming operational in 2010, the IFCD has promoted South-South and North-South cooperation, mobilizing more than US\$ 7 million from 52% of Parties to the Convention. These resources have helped to strengthen the cultural and creative sectors in 54 of the 109 developing countries eligible for the Fund.



The IFCD is a multi-donor fund established under the 2005 Convention that fosters the emergence of dynamic cultural sectors in developing countries that are Parties to the Convention.

Maria Carolina de Vasconcelos e Oliveira

Brazil

Maria Carolina de Vasconcelos e Oliveira is a member of the Brazilian Center for Analysis and Planning - CEBRAP based in Sao Paulo. She is in charge of coordinating the implementation of the "Mapping and strengthening of local cultural value chains" project, which strengthened the knowledge and skills of actors and civil society networks in four Brazilian cities.



Simona Goldstein

Simona Goldstein is a member of Knjižni blok - Inicijativa za knjigu (Book Block - Book Initiative) and the Association of Publishers and Booksellers in the Croatian Chamber of Economics. She coordinated the implementation of the "Regulation of the book market and promotion of reading in Croatia" project, which mapped and analyzed the institutional framework of Croatia's book sector and developed incentives for the promotion of reading, such as "Book Night".

Croatia



13 **THURSDAY**
FEBRUARY
2020

11:00

DIVERSITY OF CONTENT:

Discovering diverse
creative content in the
digital environment

This panel will bring together speakers who will discuss the difficulty of discovering and accessing a wide variety of cultural and creative content in the digital environment.



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DIVERSITY OF CONTENT:

13 FEBRUARY | PARIS

Globally, it is estimated that 82% of internet traffic will be linked to the streaming of video content by 2022, compared to 75% in 2017¹. A similar trend can be observed in the music and publishing sectors, as most cultural and creative content is now mainly accessed through digital platforms. Online distribution platforms, which use cultural data via different indexing tools, are always seeking to better capture the attention of Internet users through their targeted communication strategies.

Metadata, search algorithms, keywords, indexes

¹ Cisco Visual Networking Index: Forecast and Trends, 2017-2022 White Paper.

and catalogs are tools that can influence the discoverability of cultural content in the digital environment. Although these tools are useful for suggesting relevant content to users, they also create silos in which local, independent or less mainstream content become less visible and more difficult to access. This situation is detrimental to both consumers and lesser-known artists. It has an impact on the entire value chain, from creation to consumption, since access to a wide variety of cultural content is a prerequisite for the emergence of new sustainable business models for the cultural and creative industries.



DIVERSITY OF CONTENT:

SPEAKERS

This **Create|2030 Talk** will spark a debate through concrete examples, which will illustrate the impact of "big data" and algorithms on the diversity of cultural expressions. These interventions will enrich the discussions of the Committee of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which will examine the national roadmaps designed by Parties for the implementation of the Convention in the digital environment.



Nigeria

Awa Diop Girard

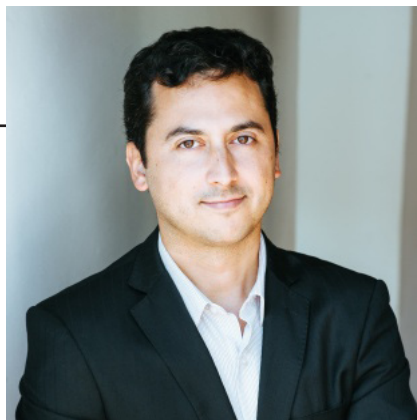
Awa Diop Girard is president and founder of the music streaming platform Deedo. She is passionate about music, and launched Deedo to give visibility to performers from the African continent and to become the world reference for pan-African music streaming.

The Open Roadmap

- A tool to help **Parties** to the 2005 Convention
- meet the **challenges** and
 - seize the **opportunities** offered by the DIGITAL ENVIRONMENT.

Octavio Kulesz

Octavio Kulesz is an Argentinian digital publisher and entrepreneur. He is the director of Teseo, one of the first academic e-publishing houses in Latin America. He is also the author of several reports, such as *Digital Publishing in Developing Countries*, published in 2011. He also authored the chapter on the digital environment in UNESCO's *Re|Shaping Cultural Policies* (2015, 2018). Since 2012, he has been one of the coordinators of the Digital Laboratory of the International Alliance of Independent Publishers, based in Paris.



Argentina



Colombia

Yenny A. Chaverra G.

Yenny Chaverra, who holds a master's degree in cultural studies, first taught at the University of Antioquia in Medellín and then at the Black Maria Film School. She is now a professional specialist in culture within the Ministry of Culture of Colombia and also the coordinator of the Retina Latina platform. This platform aims to contribute to the rebalancing of North-South and South-South cultural goods and services, by enhancing Latin American cinema's access to regional and international mark.





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Diversity of
Cultural Expressions

Implementing the SDGs

Culture, creativity and artistic innovation are drivers and enablers of development. As the only international agreement binding States Parties to the integration of culture in their development policies, the 2005 Convention is actively working toward the achievement of the Sustainable Development Goals (SDGs).

To achieve this, the Convention draws on its four goals:



Goal 1

SUPPORT SUSTAINABLE SYSTEMS
OF GOVERNANCE FOR CULTURE



Goal 2

ACHIEVE A BALANCED FLOW OF
CULTURAL GOODS AND SERVICES AND
INCREASE THE MOBILITY OF ARTISTS
AND CULTURAL PROFESSIONALS



Goal 3

INTEGRATE CULTURE IN SUSTAINABLE
DEVELOPMENT FRAMEWORKS



Goal 4

PROMOTE HUMAN RIGHTS AND
FUNDAMENTAL FREEDOMS

IMPLE MENTING

the SDGs through culture



Goal 1

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SUSTAINABLE SYSTEMS
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Goal 2

ACHIEVE A BALANCED FLOW
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Goal 4

PROMOTE HUMAN RIGHTS AND
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