

Panel discussion with the IFCD beneficiaries

15 June 2017

Room II – UNESCO Headquarters

Context

The International Fund for Cultural Diversity (IFCD) is a multi-donor voluntary fund, and constitutes the operational mechanism of the Convention. Its aim is to promote sustainable development and poverty reduction in developing and least developed countries Parties to the 2005 Convention.

The main objective of the IFCD is to invest in projects that lead to structural changes through:

- The introduction and/or elaboration of policies and strategies that have a direct effect on the creation, production and distribution of and access to a diversity of cultural expressions, including cultural goods, services and activities;
- Building professional capacities and organizational structures deemed necessary to support viable cultural industries and markets at the local and regional levels.

Since 2010, the IFCD has invested over **6 million USD** in **90 projects** from **51 developing countries**, covering a wide scope of areas ranging from development to the implementation of cultural policies, capacity building for cultural entrepreneurs, cultural industry mapping and the creation of new economic models for cultural industries.

Purpose of the Panel

During the 6th Conference of Parties, the Convention's main donors and their representatives will have the opportunity to exchange directly with beneficiaries of projects implemented in Burkina Faso (2014), Haiti (2015) and Morocco (2015).

The session will be moderated by Ms Ouafa Belgacem, member of the IFCD Panel of Experts.

The IFCD beneficiaries will present their projects, the outcomes they achieved and the challenges they encountered during their completion. They will explain why their project can be considered "innovative" and discuss their impact on cultural and creative industries in their countries, as well as the projects' lasting effects after their completion.

- Ms **Milena SANDLER**, Vice-President of the Haitian Association of Music Professionals - Ayiti Mizik (*Association haïtienne des professionnels de la musique - Ayiti Mizik*).

Ms Sandler is a cultural project manager, Director-general of the Haiti Jazz Foundation and co-owner of Wellcom', a public and media relations and event agency.

Ms Sandler is the project manager for the project "*Mapping the Haitian music industry*" which received a funding of 85 080 USD. This project, implemented between 2016 and 2017, aims to promote the music industry through the mapping of this sector at the national level. This project raised awareness among the government, the private sector and civil society with regard to the sector's economic and social potential and can effectively serve as a starting point for cultural policy development in this area.

- **Mr Hamed Patric LEGA**, Director-general of Sectorial Studies and Statistics for the Ministry of Culture, Arts and Tourism of Burkina Faso.

Mr Lega is a planning economist, a specialist in cultural industry management and in the monitoring-evaluation of cultural projects/programs and policies.

Mr Lega participated in the implementation of the project "*Decentralization and cultural policies: a new model of governance for culture in Burkina Faso*" which received a funding of 100 000 USD. This project, which was implemented between 2014 and 2017, aims to strengthen the decentralization process for culture by supporting the elaboration and implementation of cultural policies and programs at the local level. Capacity-building and the establishment of forums for cooperation and dialogue among various cultural actors were also included in the project.

- **Mr Adel ESSAADANI**, General coordinator of the Racines Association (*Association Racines*) in Morocco

Mr Essaadani is a consultant in cultural policies, director and manager of cultural events.

Mr Essaadani is the scientific coordinator of the project "*Developing an efficient policy for the promotion of cultural industries in Morocco*" which received a funding of 98 400 USD. This project, which was implemented between 2015 and 2016, aimed to provide guidance for the elaboration of cultural policies in Morocco through the mapping of national cultural industries and the formulation of recommendations.

Programme

11.30-11.35 Opening, President of the sixth session of the Conference of Parties to the 2005 Convention

11.35-13.00 Panel discussion, followed by Q&A with the audience

Moderator: Ms Ouafa Belgacem

- Ms Milena SANDLER, Vice-President of the Haitian Association for Music Professionals - *Ayiti Mizik (Association haïtienne des professionnels de la musique - Ayiti Mizik)*

- Mr Hamed Patric LEGA, Director-general of Sectorial Studies and Statistics for the Ministry of Culture, Arts and Tourism of Burkina Faso.
- Mr Adel ESSAADANI, General coordinator of the Racines Association (*Association Racines*) in Morocco