



Permanent Delegation
of the Federal Republic of Germany
to UNESCO



Deutsche UNESCO-Kommission e.V.
German Commission for UNESCO
Commission allemande pour l'UNESCO

UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions

**Bringing the UNESCO Convention to Life:
Policies and best practices for Cultural Diversity and Capacity Building.**

Monday, 26 November 2007 (10h00-18h00)

Paris, UNESCO Headquarters

(Fontenoy, Hall XI)

Since March 18, 2007, the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) has entered into force. The Intergovernmental Committee, elected by the Conference of State Parties, will hold its first meeting in Ottawa/Canada, 10 – 13 December 2007.

One of the key issues for the implementation of this Convention, as i.a. addressed in Chapter IV, is the development of enabling environments for cultural diversity. What policies are most effective in this respect? What are best practices and useful strategies for building cultural capacities and for developing cultural industries?

The Paris meeting is aiming at an exchange of views among leading experts in cultural policy, politicians and permanent representatives.

Three main themes aim at tackling the question how to make a difference for local artistic production, cultural services and cultural industries:

- **(Cultural) Policies for Cultural Diversities:** *the Convention indicates a number of possible policy measures and strategies for enhancing cultural diversity, including the creation of an encouraging environment for cultural diversity, both in one's own territory as well as from other countries of the world*
- **Building Cultural Capacity - best practices and strategies:** *the Convention speaks of the need for education, training and exchanges programmes in the field of cultural industries, the need for building strategic and management capacities in cultural public sector institutions as well as building capacities through the exchange of information, experience and expertise, and through the training of human resources*
- **The contribution of the European Communities as Party to the Convention:** European agenda for culture in a globalizing world, and for cultural cooperation with developing countries.

Monday,
26 November 2007
10.00-17.30

**Bringing the UNESCO Convention to Life:
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Cultural Diversity and Capacity Building.**

10.00 - 10.15

Introduction

Ambassador Günter Overfeld, German Permanent Delegate to UNESCO,
Roland Bernecker, Secretary General of the German National Commission

10.15 – 11.30

Chair: Ms Véra Lacoëuilhe (Permanent Delegation of Saint Lucia to UNESCO)

Session I: (Cultural) Policies for Cultural Diversities

Kick-Off presentations

* *Ranulfo Alfredo Manevy de Pereira Mendes*, Secretary of State for Cultural Policies, Ministry of Culture, Brazil

* *Avril Joffe*, Policy Specialist, Consultant to the Gauteng Department of Arts and Culture, South Africa

Short Coffee/ tea break

11.45 – 13.00

Chair: H.E. Ms Yolande Bike (Ambassador Extraordinary and Plenipotentiary, Permanent Delegate of Gabon to UNESCO)

Session II: Building Cultural Capacity - best practices and strategies

Kick-Off presentations

* *Abdoul Aziz Dieng*, Président de l'Association des Métiers de la Musique (AMS) et Président du Conseil d'Administration du Bureau sénégalais du droit d'auteur (BSDA)

* Recommendations of the Enquete Commission of the German Bundestag and of the French-German Working Group of Parliamentarians on Cultural Diversity in Europe, presented by *Christine M. Merkel*, Head of the Division for Culture and Communication (MOW), German Commission for UNESCO

13.00 – 15.00

Lunch break

15.00 – 16.30

Chair: H.E. Ms Ina Marčiulionytė (Ambassador, Permanent Delegate of Lithuania)

Session III: The contribution of the European Communities

Kick-Off presentations by Representatives of the European Communities and the European Parliament

* *Helga Triüpel*, Member of the European Parliament, Vice-Chair, Committee of Culture

* *Odile Quintin*, Director General for Education and Culture, European Commission, Brussels

16.30 – 17.00

Coffee / tea break

17.00 – 17.45

Conclusions

- Comments by participants and delegations
- Conclusions of the Chair

Followed by Vin d'honneur

Organisers: German National Commission and the German Delegation to UNESCO

Participants: Representatives of State Parties, Permanent Delegates of UNESCO Member States, UNESCO-Secretariat, Cultural Policy experts and journalists

Working Method: The consultation will be held under the *Chatham House Rule*: participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed. This rule allows people to speak as individuals, and to express views that may not be those of their organizations, and therefore it encourages free discussion. The Chair will summarise *Conclusions of the Chairperson* at the end of the meeting.

Working Languages: English, French