

Fair Culture!

Cultural Diversity 2030

Euro-African Campus for Cultural Cooperation
Plenary : The Place of Cultural Diversity
Christine M. Merkel, German Commission for UNESCO

Maputo June 23, 2009
merkel@unesco.de

Sharing combined perspectives

- UNESCO Comm / Gvmt / Parl / Civil Soc
- Expert to the 2005 UNESCO Convention
Diversity of Cultural Expressions since 2004
- Exec Coordinator of German Coalition for
Cultural Diversity / Internat Federation –
European Alliance / African Coalitions
- Council of Europe (47 ctrs) Vice-Chair Clt
- Young Experts/U40 world programme

Context : a new phase of globalization processes

- Emerging economic multipolarity (unctad xii)
- BRIC (large) internal markets, internat presence
- Systemic failures in OECD financial markets – paradigm shift?
- Bringing ethics back into economics?
- Policy diversity – new tools and strategies e.g. carbon trading, UNITAID (taxes)

Magna Carta for Cultural Policy

- A newcomer in global governance – co-developed by a vigorous global community
- Of equal weight to other treaties (WTO et al)
- cultural rights – under-developed HR
- Paradigm shift? needs hierarchy (Maslow) vs cultural solutions / intelligent use of limited resources / survival of the species (Diamond) [13.000 years – short history of humanity]

Adopted June 16, 2009 (Paris)

A powerful and comprehensive Framework for Cultural Cooperation

adopted by 96+1 parties! A must-read >
clt practitioners, artists, researchers, clt
entrepreneurs! NB: government poetry...

- Promote and protect diversity of clt expressions / internat coo in sit of serious threat
- Long term investment in public policies > activate State Parties to give substance

A powerful and comprehensive Framework for Cultural Cooperation

- Civil society as innovator and change agent > Challenges §§§ / €€\$\$ - taking ourselves seriously – skills of organising
- Integrate clt at all level in dev policies
- sustainable dev – harmony of local clt ecosystem > analytical case studies, data

A powerful and comprehensive Framework for Cultural Cooperation

- Specific needs of dev countries / diversity of cultural expressions / Modalities for partnerships
- Internat Fund, seed-money 1,5 mio US \$ (2009)
- Preferential treatments (artists, clt professionals and practitioners, clt goods and services)
- [www.unesco.org/cultural diversity](http://www.unesco.org/cultural%20diversity)
- use this framework! and improve it over time...
- aim for convergence of cooperation programs – evaluate success factors – policy from within

Fair Culture – Cultural Rights and Rights to Culture

- Access (humankind)
- Availability (physical, regional, cultural)
- Diversity (supply – demand)
- Participation in clt provision
- Opportunities (clt self-expression)
- Intellectual property rights, legal frameworks
- Fair deals, sharing profits
[Koivunen / Finland 2007]

UNESCO Convention (2005)

Governance architecture

- Nation States [98+1/Europe Community]
 - Civil Society at large
 - public/private partnerships
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- 19th / 20ieth/ 21st century modes!
 - creative tension' (GNP – HDI – GNH)

UNESCO Convention (2005)

Political geography

- 98+1 State Parties > 40 Europe I+II (UNESCO) and >25 Africa – together 2/3!
- Needed
 - > More ratifications in both regions
 - > sharing strengths among Commonwealth/Francophonie/Lusophonie

UNESCO Convention (2005)

Agenda setting 2009-2011

- 24 Members of the InterGov Committee
- 5 Europe > Canada, France, Germany, Greece, Luxembourg
- 5 Africa > Cameroon, Kenya, Mauritius, Senegal, South Africa
- time to act – Dec 09 / Dec 10!
- bring substantive proposals (Fund, policy development, preferential treatments)
- visibility, valorisation of diverse diversities

UNESCO Convention (2005) a human development vision I

- Creativity, a resource for freedom
- A gardening spirit: nourish – enhance creativity (*Kader Asmal*)
- a dynamic, creative and rational approach to cultural diversity and specifically to the diversity of cultural expressions

UNESCO Convention (2005)

a human development vision II

- empowerment of small and marginalised countries and cultural actors (projecting powerful images / beyond size / Nobel prizes per m²...)
- a critical mass of new voices and cultural 'entrepreneurs'

UNESCO Convention (2005) **a** **human development vision III**

- Emergence of a dynamic cultural sector
- A learning community / knowledge base for cultural policies
- International cooperation / striving for balance
- New arrangements (article 16, preferential treatment)

Cultural Diversity Writ Large

- A reality in XXIst century societies > a fact, not a choice, a task for inclusive governance
- Diverse diversities of origins, multiple belongings, orientations (language, social, religion, political, cultural) > identities

Cultural Diversity Writ Large

- From fear to appraisal > Unity through diversity > beginners in sharing diversity
- Emerging consensus:
 - > European Union
 - > African Union
 - > India
 - > Brasil

Cultural Diversity Writ Large

- 1995 Our Creative Diversity (World Commission on Culture and Development)
- 2001 Universal Declaration on Clt Div
- 2004 Cultural Liberty (UNDP HDR)
- 2009 World Report Clt Diversity (UNESCO)

Cultural Diversity Writ Large

Worthwhile reading - World Library for Diversity

- > Amartya Sen > Arjun Appadurai
- > Joseph Ki-Zerbo > Hannah Ahrendt
- > Kwame Anthony Appiah

NB: non exhaustive list !

Cultural Diversity - Lessons Learned?

- Beyond religious/ethnic cleansing
- Transform and heal traumas of the past
- Ban hate speech
- Political will to act (safe streets / at night)
- Role models

Cultural Diversity - Lessons Learned?

- Learning to Live together – start young / basic education for all
two recent efforts in Europe
 - > Sharing Diversities (ERICarts/EU COM policy study, 2008)
 - > Living Together as Equals in Dignity (Council of Europe, 2008)

A case for sharing African and European experiences!

Div of Clt Expr 2009/2011 doables? Please comment

- Legal frameworks for artistic rights > Senegal § 2007 / Musicians in the driver's seat, leadership Aziz Dieng > blended learning/ Max Planck Inst Munich / Euro-African Coo > more countries interested?
- PRSPs and Culture > Ghana 2008 World Bank 2008 6 Mio \$ to Finance Ministry > what worked? Success factors? Limits?

Div of Clt Expr 2009/2011 doables? Please comment

- B. Sagnia, INCP study PRSP and culture (6 countries) > **who advocates?**
- Capacity building from within > Clt Policy Review methodology > Europe (28 countries) > Vietnam 2003-2008
> Y. Konaté, OPCA > survey 8 of 20 African countries with clt policies > **why not explore N-S-S coo?**

Div of Clt Expr 2009/2011 doables? Please comment

- Cultural information systems/Culture Watch > experts networks > connecting experiences > panel > IFACCA Summit Sept. 09/Johannesburg
- Awareness and communication > Fifty U40-fellows 2009-2011 > ,Generation Energy' meets ,Generation Experience' > ASEF best practice book > Istanbul 2010

State of Cultural Diversity 2010 > 2030

- Towards a cultural diversity HD/GNH-index
- Cultural ecology [2050! 2080!]
- Empowered small and marginalised countries
- Hybrid states (roots / inclusion)
- Culture undisputed place in governance

Cultural Liberty re-loaded

- The „State of Cultural Diversity“ white book 2015 (UNDP HDReport II)
- An international „slow food“ movement for high diversity content (children! public!)
- ‚fair culture‘ labels (music, fashion, books)
- A ‚Grameen‘ style micro credit bank for clt div resources / „women world bank“

The flight of the flamingos:
inclusive democracy and growth
take off slowly
fly high
fly together!

Thank you for listening!

Christine M. Merkel, German Commission for UNESCO

www.unesco.de / www.unesco.org

merkel@unesco.de