



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



# "PROPOSALS FOR CULTURAL DIVERSITY 2030"

## U-40 WORLD FORUM

Paris, 12-14 June 2009<sup>1</sup>

*These proposals were collaboratively developed by 50 young professionals on culture from 34 countries<sup>2</sup>, each active members of civil society. The proposal is addressed to delegates from State Parties and Observers to the 2<sup>nd</sup> Conference of Parties (June 2009) to the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005).*

### **We, the participants of the 2009 U-40 World Forum:**

- *Believe* in the universal value of cultural diversity as an asset and a resource for human development.
- *Reaffirm* culture as a pillar of sustainable development, alongside economic, social and environmental dimensions.
- *Hold firm* that culture is a cross-cutting priority for sustainable development, integrally tied to and influenced by each of its other dimensions.
- *Encourage* new conceptions in support to cultural development, cultural cooperation and cultural diplomacy, that extend beyond the traditional model of developed and developing countries.
- *Recognize* that civil society is a key player and partner towards achieving and implementing the objectives of the Convention (2005).

### **Vision 2030**

***We envision a world in which culture and cultural diversity are actively taken up as a value, an objective, a priority and an instrument for advancing humanity and human development.***

**To achieve this vision, U-40 participants encourage each State Party to formulate and implement cultural policy measures that reflect each State's particular needs and circumstances. Culture, and specifically the protection and promotion of the diversity of cultural expressions, must be taken into account in every decision-making process and normative initiative adopted at local, national, regional and international levels. In so doing, culture can become a firm global governance priority.**

***We are all – regions, states, communities and individuals – developing culturally, with equal dignity and mutual respect.***

**The active involvement and recognized engagement of civil society is essential to achieve this vision.**

<sup>1</sup> Working documents from the U40 World Forum will be available online at [www.unesco.de](http://www.unesco.de).

<sup>2</sup> Algeria, Austria, Bangladesh, Brazil, Bulgaria, Burkina Faso, Canada, China, Colombia, Congo Brazzaville, Côte d'Ivoire, Finland, France, Germany, Greece, Hungary, India, Italy, Lesotho, Mali, Malta, Mauritania, Mexico, Nigeria, Peru, Russia, Singapore, Spain, The Netherlands, Trinidad and Tobago, United Kingdom, USA, Venezuela and Vietnam.

# We, the participants of the 2009 U-40 World Forum propose, and express our commitment to, the following initiatives and actions:

## Visibility, Awareness and Participation

- Translate the Convention and/or its key messages and principles into a diversity of languages (paying particular attention to Indigenous languages and other languages-at-risk) and disseminate them online (e.g., through UNESCO National Commissions).
- Develop appropriate and accessible awareness-raising tools in order to stimulate broad interest in and understanding of the Convention.
- Create visibility of the Convention, and stimulate its buy-in amongst key stakeholders and priority target groups, including civil society and community leaders; media and communication professionals; artists, cultural professionals and practitioners; business stakeholders; and decision-makers, taking into account their specific capabilities, needs and interests.
- Support the development of a compendium of existing and lesser-known best practices which reflect the spirit of the Convention; and foster the global take-up and exchange of these best practices.
- Develop a communication and capacity-building strategy that leverages national and local-level education and culturally-sensitive activities as a key catalyst for the protection and promotion of the diversity of cultural expressions.
- Consider innovative activities to support the Convention's implementation: Appoint good-will ambassadors; promote interactive learning tools (e.g., training modules and games); take advantage of existing workshops and forums; and promote cultural responsibility.

## Global Cooperation

- Encourage UNESCO and State Parties to form innovative and multi-sectoral partnerships with multilateral organizations and civil society representatives that are engaged in parallel and complementary initiatives, in order to effectively implement the Convention.
- Adhere to the principles and objectives of the Convention in negotiations on trade agreements in all other international forums.
- In partnership with private sector, develop a code of good practices to encourage a cultural diversity "label" that symbolically recognizes cooperative efforts to protect and promote the diversity of cultural expressions.
- Identify and build capacities (including the development of cultural policies) that are locally developed and can be globally applied, to advance the implementation of the Convention.
- Prioritize technology transfer to developing countries for the production, distribution and dissemination of cultural expressions of individuals, groups and communities.
- Promote access and accessibility to communication technologies in order to better involve civil society in cooperative efforts to protect and promote the diversity of cultural expressions.
- Facilitate the mobility of artists, cultural professionals and practitioners traveling for cultural exchange (especially those from developing countries) by reducing the restrictions placed upon them (e.g., access to visas, visa restrictions, etc.).

## International Fund for Cultural Diversity

- Incentivize all States Parties to the Convention to contribute to the Fund.
- Provide funding for well-conceived projects that support the protection and promotion of the diversity of cultural expressions and which have clear, measurable outcomes.
- Promote preferential treatment for developing countries as formulated in the Convention and facilitate their access to the resources of the Fund.
- Propose alternative and in-kind contributions to the Fund (e.g., technical support, capacity building, research expertise, etc.) from a variety of actors, both public and private, and/or individuals; and facilitate access by civil society to these contributions.
- Partner with the media and communication sector to establish diverse fundraising opportunities (e.g., giving based upon a percentage or fixed amount of each product disseminated).
- Establish innovative fundraising strategies with civil society (e.g., engage popular artists to donate intangible assets; create online fundraising campaigns and initiatives; organize charity festivals and concerts; and consider building a sustainable partnership with the Federation of the International Football Association (FIFA)).

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The **U40-World Forum** took place from 12 to 14 June 2009 in Paris and was organized by the German Commission for UNESCO and the International Federation of Coalitions for Cultural Diversity in cooperation with the National Audiovisual Institute (INA), France. The participants were identified through an international Call for Participation, launched through UNESCO's Global Alliance for Cultural Diversity.

**Funding partners:** Spanish Ministry for Culture, Canadian Heritage, Catalan Government, Austrian Federal Ministry for Education, Arts and Culture, Canadian National Commission for UNESCO, Finnish National Commission for UNESCO and the French Coalition for Cultural Diversity.

**In collaboration with and thanks to the support of:** UNESCO, German Permanent Delegation to UNESCO, Interarts Foundation, Commonwealth Foundation, Asia Europe Foundation, European Cultural Foundation, UNESCO Office Bamako, UNESCO Office Abuja, German Foreign Office, Hungarian Ministry for Culture, Austrian National Commission for UNESCO, French National Commission for UNESCO, Canadian Delegation to UNESCO, Delegation of China to UNESCO, Delegation of Côte d'Ivoire to UNESCO, Delegation of Nigeria to UNESCO, Delegation of Finland to UNESCO, Delegation of France to UNESCO, Delegation of Bangladesh to UNESCO, Netherlands Delegation to UNESCO, Delegation of Croatia to UNESCO, Delegation of Viet Nam to UNESCO, Delegation of Luxembourg to UNESCO, Delegation of Mexico to UNESCO, Delegation of South Africa to UNESCO, European Commission, United Cities and Local Governments, International Network for Cultural Diversity, International Music Council, Traditions for Tomorrow, UNESCO-NGO Liaison Committee.