

International Network on Cultural Policy  
Fifth Annual Ministerial Meeting  
Cape Town, South Africa, October 14-16, 2002

## **FINAL REPORT**

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## PREFACE

## **PREFACE**

*Cultural diversity is important for community coherence. The soil of culture is rich and complex. It is made of stories, narratives, images, sense of place and of belonging and the power of creativity: these are the resources of identity and cultural citizenship on which effective and sustainable development depends.*

Minister Ben Ngubane, Minister of Arts, Culture, Science and Technology, South Africa

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Following the 4<sup>th</sup> Annual Ministerial Meeting of the International Network on Cultural Policy (INCP) in Lucerne, Switzerland in 2001, South Africa assumed the responsibility of Chair of the INCP for 2002. Throughout our participation as a member of the network, we have recognised the unique potential of the INCP to provide a platform for Arts and Culture Ministers to address key issues as well as simultaneously influence the international agenda on Arts and Culture. It was therefore a great honour for us to host both the 5<sup>th</sup> Annual Ministerial Meeting of the INCP in Cape Town from 14 – 16 October 2002, and the parallel NGO network, the International Network on Cultural Diversity (INCD). The exchange of views between the INCP and the INCD representatives was valuable and served to further strengthen networks and collaboration between North and South as well as South South dialogue.

Being the first time that the meeting was held in Africa, we seized the opportunity to make the work of the INCP known to our neighbouring countries in the Southern African Development Community (SADC) Region, other countries on the continent and the rest of the developing world. Our hard work paid off and it was most gratifying to welcome for the first time to the Ministerial Meeting countries such as China, Botswana, Mozambique, and Zimbabwe. In keeping with our participation in and contributing to the Working Group on Cultural Diversity and Globalization, mandated by the Ministers at the Lucerne meeting to investigate the drafting of an international instrument on cultural diversity, South Africa chose as the theme for the meeting: Cultural Diversity in developing countries - the challenges of globalization. Our experts were commissioned to do thorough research on the issue in the year leading up to the Ministerial Meeting. In many respects, the findings were reflective of the broad spectrum of the developing world. The discussions on this theme, which are summarized in this report, proved to be most fruitful, and led to the establishment of special research teams to take some of the issues further towards the Croatia 2003 meeting. I believe the perspective of the developing world was also able to contribute significantly to the draft instrument on cultural diversity through this theme as well as the processes and discussions among developing countries leading up to the Cape Town Meeting. One of the significant outcomes of the Cape Town Meeting, was the decision by Ministers to place the draft instrument on cultural

diversity on UNESCO's agenda as a departure point for an international convention on cultural diversity.

The Meeting took place against the backdrop of the beautiful Atlantic Ocean and the majestic Table Mountain, but also against the backdrop of teamwork and commitment from many people. I would like to thank UNESCO, the International Labour Organization, Switzerland and Canada for their generous contribution towards the meeting. This enabled civil society from developing countries to participate at the INCD meeting. The assistance of the INCP Liaison Bureau was invaluable in the year preceding the Meeting, and I commend them for their professionalism and sheer hard work.

The 5<sup>th</sup> Annual Ministerial Meeting of the INCP was indeed a landmark event for South Africa, and I believe made a significant impact on the development of the international instrument on cultural diversity. As more and more of our colleagues from the developing world are adding their voice and committing their time and resources to the network, that significant place occupied by developing countries in the INCP is beginning to contribute substance to matters of international significance in the cultural sector.

I am proud that we could be one of the triggers to initiate the mobilisation of the developing world within the INCP. It is with anticipation that we look forward to the next meetings in Croatia in 2003 and China in 2004, knowing that our collective passion for the role of cultural diversity as the resource of identity, cultural citizenship and sustainable development, will be championed further.

My thanks to the dedicated team at my Department, the Ministry of Arts and Culture, for their hard work and support, which enabled this meeting to take place so successfully.

*Minister B.S. Ngubane*

Minister of Arts, Culture, Science and Technology  
South Africa

## **MEETING OBJECTIVES**

## **MEETING OBJECTIVES:**

The International Network on Cultural Policy (INCP) brings national Ministers responsible for culture together every year to exchange views on world cultural policy issues. This year, the Fifth Annual Ministerial Meeting of the INCP was held in Cape Town, South Africa in October 2002. The meeting's main objectives was to advance the dialogue and work started in Ottawa, Canada (June 1998), and continued in Oaxaca, Mexico (September 1999), in Santorini, Greece (September 2000), and in Lucerne, Switzerland (September 2001), and to build awareness around three main cultural policy issues:

### **1) Cultural Diversity in Developing Countries: the Challenges of Globalization**

To explore the needs and priorities of developing countries as well as the status of their cultural sectors and infrastructure and how these interact.

### **2) Cultural Diversity and Globalization: Draft Text on an International Instrument including where it could be housed**

To advance priority work begun in 2000 on an International Instrument on Cultural Diversity by reviewing and discussing the draft document of the Instrument and debating where it could be housed.

### **3) Other Cultural Priorities**

To discuss a wide range of emerging cultural policy issues such as cultural heritage, questions regarding the media, the growing importance of cultural observatories and the concept of "Interculturality".

## **THEME 1: Cultural Diversity in Developing Countries: the Challenges of globalization**

As presented in the document submitted by South Africa for the meeting, cultural diversity is a strategic resource for developing countries. It has the potential to strengthen a country's cultural industries by encouraging local artistic production, thus creating local employment opportunities. Cultural diversity can also enrich a country's national cultural heritage, develop national identity and social cohesion as well as increase revenues from the tourism industry. Developing countries are increasingly striving to expand the role of their cultural sector in their development strategies in order to fully benefit from the opportunities presented by globalization.

However, globalization can also have negative impacts on developing countries abilities to achieve their cultural policy objectives. For example, globalization sometimes tends to produce a cultural homogenization effect contrary to principles of cultural diversity.

Therefore, the International Instrument on Cultural Diversity would need to be mindful of the differential capacity of developing countries to honour the Instrument's agreements whilst at the same time encourage the development of a clearly articulated cultural policy framework in these countries.

## **THEME 2: Cultural Diversity and Globalization: Draft Text on an International Instrument including where it could be housed**

At the Fourth Annual Ministerial meeting, held in Lucerne in September 2001, the Working Group on Cultural Diversity and Globalization, chaired by Canada, was given a two-year mandate to draft an International Instrument on Cultural Diversity (IICD) that would focus on the promotion and preservation of cultural diversity in the face of globalization. The Working Group, through the Special Policy Research Team (SPRT), led by Switzerland, was also mandated to undertake a study that would examine governance issues relating to an Instrument, including location and institutional context, dispute settlement and monitoring mechanisms and strategic implementation advice. Having completed the first year of its mandate, the Working Group presented three documents to Ministers at the Fifth Annual Meeting of the INCP in Cape Town.

The report for Ministerial consideration is an introductory piece which gives the background and context for the IICD. The draft document begins with an explanation of the purpose of each section of the actual Instrument text, which follows it. The draft Instrument is presented as a work in progress by the Working Group on Cultural Diversity and Globalization. Its purpose is to provide a framework for all States that consider the preservation of distinct cultural expressions and cultural diversity an essential component of globalization. The Instrument gives special consideration to the needs of developing countries including the need to develop a capacity for cultural expression.

The purpose of the *Strategic Options* paper is to highlight the short, medium and long-term policy issues associated with IICD governance. All the issues examined here relate to where the IICD will eventually be housed.

## **THEME 3: Other Cultural Priorities**

The third theme encompassed many different issues in the field of cultural policy.

### A. Tangible and Intangible Heritage

First, the Working Group on Cultural Heritage, chaired by Mexico, surveyed the existing laws and programs of five countries for the preservation and promotion of cultural heritage in order to identify the most effective tools, instruments and methodologies in this field. Mexico also looked at the increase in cultural tourism and the role of this industry in a country's socio-economic development

The Working Group on Cultural Heritage, chaired by Mexico, was first on the agenda because of its importance to other themes. Presenting its research, mostly based on their own experiences in managing intangible and tangible cultural heritage, Mexico insisted upon the fact that, in the years to come, this will be a fundamental issue in the field of cultural policy. However, the report did draw on the experiences of Canada, the Philippines, South Africa and Switzerland as well. Information was tabulated through a virtual meeting held on the INCP's website Agora in 2002 that provided a general understanding of the different institutions responsible for the cultural heritage of the mentioned countries.

The Mexican report also provided Ministers with a definition of intangible heritage; a concept that has unfortunately been somewhat ignored by international organizations. The report stated that in Mexico, intangible heritage could potentially play a significant socio-economic role were it not for the lack of recognition of the phenomenon by the government

#### B. Cultural Diversity and Concentration in Media

The Special Policy Research Team on Media Issues, chaired by Sweden, looked at the increasing concentration in media ownership and the threat it poses to cultural diversity. The important economic and socio-cultural role of the media brings us to examine the issues surrounding this phenomenon and to consider ways of preventing a concentration of media sources and cultural products. Policies for the effective management of this issue and strategies to ensure a diversity of choices in this field were the focal point of the second part of this session.

#### C. Interculturality and Cultural Observatories

Finally, Ministers were invited to ponder new and emerging trends in the field of cultural policy. The creation of cultural observatories and the increasing reference to the concept of interculturality in cultural fora are two trends that merit the INCP's attention. On the one hand, cultural observatories monitor, gather and disseminate information to the cultural sector to create links and facilitate communication between different players in the cultural milieu. Interculturality, on the other hand, refers to the interaction and communication between cultures as well as the increasing mutual respect of cultural differences. These trends point to the importance of exchanges among cultures, between cultures and within the cultural sector as a whole.

## ROUND TABLES

## **Theme 1: Cultural Diversity in Developing Countries: the Challenges of Globalization**

### ***Synthesis:***

The meeting focused on the cultural diversity issues facing developing countries. The paper *Cultural Diversity in Developing Countries: the Challenges of Globalization*, prepared by South Africa and presented by Steven Sack, introduced the theme for discussion by the ministers.

This paper highlights the cultural development priorities of countries in the South, indicates the status of their cultural sectors and the importance of cultural development policies. It also addresses the methods available to governments and the assistance they can provide to support long-term objectives relating to cultural policies. The study also outlines the links between cultural policies, sustainable development and the work of the International Network on Cultural Policies (INCP) on the development of an international instrument on cultural diversity (IICD). In this regard, it analyzes the implications of the IICD for developing countries and makes recommendations regarding its form and content.

This paper states that the instrument should, among other things: 1) help developing countries achieve their objectives relating to their development priorities and their cultural policies; 2) provide a framework for financial and technical assistance and a framework for cooperation between countries in the North and the South, among countries in the South and among regions and countries with cultural affinities; 3) reflect the inequalities between developed countries and developing countries, without exacerbating their differences; 4) encourage countries to develop measures fostering their own culture; and 5) stress the importance of openness to other cultures.

During the discussions, the ministers referred to the excellent paper prepared by South Africa. They focused initially on the challenges facing developing countries. A number of them pointed to the inequalities between countries in the North and South, especially as regards funding, technologies, cultural infrastructure and access to markets and presentation networks for cultural products.

A number of people fear that this inequality fosters a type of cultural invasion, reducing the strength and viability of local and national cultures. They noted that developing countries and some small countries are already consumers and not producers and presenters of cultural products. This therefore calls for action rather than a passive approach. In view of the varied and complex challenges facing these countries, the ministers concluded that these needs must be reflected in an IICD in order for these countries to identify with it.

The ministers therefore stressed that promoting and preserving cultural diversity within the IICD must be reciprocal, that is, it must go both ways, from western countries to developing countries and vice versa. Countries in the North and the South alike must benefit from the instrument.

Moreover, Aerveas Soko Chigwedere, of Zimbabwe, noted that in an era of globalization cultural diversity must be fostered both within each country and among countries. In this regard, a number of ministers spoke about cultural democratization, stating that policies must be implemented to ensure that artists and their works are presented throughout a country so that the nation's arts can be seen and heard by all its citizens. This type of policy should also include an international component in order to meet another objective of cultural diversity. In order to foster cultural diversity among nations, a number of ministers also advocated the development of partnerships between countries in the North and the South, in order to encourage cooperation initiatives. Finally, in spite of the differences mentioned between developed and developing countries, the ministers agreed that they are all facing the same battle: that is, the battle against the homogenization and standardization of culture, hence the need to adopt an IICD quickly.

Secondly, the ministers concluded that there is a direct link between the cultural sector and economic and social development, and that the IICD should reflect this. To this end, further research is required on the role of cultural policy in increasing cultural investments. Project teams (Canada, Senegal, South Africa) will prepare regional inventories of the financial and legal instruments available nationally and internationally in support of intangible culture and cultural industries. These inventories will foster common approaches by INCP members to international funding and development agencies. In this regard, the ministers stated that international financial institutions such as the World Bank should be made more aware of culture as a factor in economic development.

Finally, at a higher level, the ministers linked cultural diversity to sustainable development and human rights. Education also has a role to play in this regard. Finally, they maintained that culture should not be confined to the past, that it is still and must always be kept alive, in both the North and the South.

***Summary of comments:***

*We need to pursue issues related to developing countries in existing multilateral organizations and find ways of take action on work through existing organizations: UNESCO, NEPAD, etc.*

Steven Sack, South Africa

*The world is over flooded with strong impulses coming from the dominant parts of the world, while small nations with equally rich cultural values have to constantly make extra efforts to be manifested in the world's cultural scene.*

Gabor Görgev, Hungary

*It is important that countries in transition be included in our discussion on diversity issue.*

Antun Vujic, Croatia

*The discussion on cultural diversity must be present in our governments and we must have a common policy.*

David Streiff, Switzerland

*Respect for cultural diversity is one of the essential elements of sustainable development.*

Valgerd Svarstad, Norway

*Cultural Diversity is synonymous with innovation, creativity, and social and sustainable development in all our countries. It is the pledge of a better quality of life in our communities. It is the source of what makes each of our markets unique and, by the same token, competitive.*

Sheila Copps, Canada

## **Theme 2: Cultural Diversity and Globalization: Draft Text on an International Instrument including where it could be housed**

### ***Synthesis:***

At this roundtable discussion, the ministers reviewed the draft *International Instrument on Cultural Diversity* (IICD), which makes no reference to any institution or specific organization, as well as the paper entitled *Strategic Options for a New International Instrument on Cultural Diversity*, pertaining to policy issues involved in the governance of an instrument. These documents were presented by the chair of the Working Group on Cultural Diversity and Globalization, Ms. Barbara Motzney of Canada.

The objective of the draft IICD is to provide a working framework for all states that view the promotion and preservation of cultural diversity as an essential factor in the face of globalization challenges. The text also addresses the needs of developing countries and the need for measures to foster cultural expression at the local, national and international levels. The IICD should also have the force of law to ensure that culture is recognized and treated as something different from any other commodity.

The second paper, *Strategic Options for a New International Instrument on Cultural Diversity*, sets forth the primary strategic issues in the short, medium and long term as regards governance, including the institutional context, dispute resolution, control mechanisms and advice on strategic implementation. It also suggests various places where the IICD could be accommodated, citing the pros and cons of each option: the World Trade Organization (WTO), UNESCO or an independent body duly created for this purpose.

At the plenary session, the ministers responded favourably to these papers. They concluded that the instrument presented provides an appropriate basis for supporting the development of a binding agreement on the protection and promotion of cultural diversity. They also determined that UNESCO would be the ideal place to accommodate and implement the IICD. As Jean-Jacques Aillagon, of France, noted, UNESCO has a very broad mandate and enjoys full political legitimacy and full legal jurisdiction. It also has the technical experience required to assume responsibility for, finalize and implement this instrument.

The ministers continued their discussion and then turned to the urgent need to act and adopt such an instrument as soon as possible. As it is, new countries wishing to join the World Trade Organization (WTO) are required to have carried out all possible cultural protection measures.

The ministers accordingly agreed to begin discussions with UNESCO and will develop an action plan to this end. They gave the Working Group on Cultural

Diversity and Globalization the task of beginning discussions with UNESCO and developing with it a cooperation framework in order to make progress on the instrument. At the request of Baldwin Ben Ngubane of South Africa, a meeting between a group of INCP representatives and the Director General of UNESCO will also be scheduled in this regard.

The ministers also agreed to promote the project internationally. In this regard, Amadou Tidiane Wone, of Senegal, suggested that the idea of the IICD be presented in various forums, including the next Francophonie Summit in Beirut, since this organization is also interested in supporting this type of instrument.

In addition to promoting the IICD, other matters were also debated at this session. The ministers stressed that the instrument must be binding in order to give it the force of law, to ensure that words are put into action and that the INCP members' concerns about the IICD are clearly reflected. They also noted the importance of allowing countries the flexibility to develop cultural policies and measures to preserve and promote cultural diversity.

Finally, in order to ensure the support of as many states as possible, David Streiff, of Switzerland, suggested that the IICD be drafted in such a way that the ministers of finance and trade would also subscribe to it. Once cultural diversity becomes a topic of discussion within governments, it will be easier to take a more forceful approach in order to endorse the draft IICD, which will benefit countries in the North and the South alike. The prospects for an IICD look good at the moment, because the efforts of INCP members have been successful up to this point. "Cultural Diversity has become a recognized public policy objective", concluded Valgerdt Svarstad of Norway.

***Summary of comments:***

*This is urgent; any delay is risky.*  
Jean Jacques Aillagon, France

*We must undertake to give presentations to and dialogue with the international community, especially trade and foreign affairs representatives. There is no one better than ourselves to convey our drive, the better conditions we wish to create and what we hold dear!*  
Sara Guadalupe Bermudez, Mexico

*UNESCO is the ideal place. Let us begin talks with UNESCO.*  
Sheila Copps, Canada

*We are UNESCO.*  
Amadou Tidiane Wone, Senegal

*UNESCO is our main international organization for cultural issues and is the most appropriate body for handling the type of international convention that we are discussing here.*

Thomas Lindman, Sweden

*This draft instrument is based on cultural arguments and not strictly on commercial criteria.*

Diane Lemieux, Quebec, Canada

*We need to develop international and multilateral dimensions of cultural policy to be able to discuss and safeguard the role and capacity of cultural policy in all countries.*

Kimmo Aulake, Finland

### **Theme 3: Other cultural priorities**

At this session, the ministers discussed the conclusions of the Working Group on Heritage, chaired by Mexico, and those of the Special Policy Research Team on Media Issues, chaired by Sweden. They also discussed two new issues raised by the Liaison Bureau: the creation of cultural observatories and the concept of interculturality.

#### **A.Tangible and Intangible Heritage**

##### ***Synthesis:***

In this part, Mexican Minister Bermudez Ochoa presented the conclusions and recommendations set out in the comparative analysis of the various ways that cultural heritage, both tangible and intangible, can promote the economic and social development of nations. Four themes were discussed: 1) the management and administration of cultural heritage; 2) the role of social actors (government, civil society, international organizations); 3) tourism as a factor in the development and evolution of heritage; and 4) the legislative and methodological aspects of the identification, registration, protection, conservation, presentation and promotion of intangible cultural heritage.

The report illustrates the national differences among countries on the issue of conservation and preservation of cultural heritage. To varying degrees, however, the countries all have institutions and legislative frameworks for the protection and promotion of tangible cultural heritage. They also examined the importance of working with civil society and the contribution of cultural heritage tourism and technological innovations in the field.

Although a certain framework exists for tangible heritage, the same cannot be said for intangible heritage. Most countries, in fact, have a gap in legislation in this regard. Moreover, the relationship between cultural tourism and intangible heritage is one of the least documented aspects. Finally, all countries seemed to recognize the importance of preserving intangible heritage through cultural policies.

At the plenary session, the ministers showed appreciation for the Mexican study. They recognized the need to adopt and implement national policies to protect and promote cultural heritage. In order to ensure better heritage development, they agreed to examine various alternatives, including partnership with the private sector.

A number of ministers also stressed that although culture and heritage are closely linked, the same cannot be said of capital and entertainment. While not

actually impeding economic development, heritage is neither a business nor entertainment. Special attention must therefore be paid to these two factors in the future in order not to distort the importance of heritage. As Katérina Sténou of UNESCO noted, “we do not have to auction everything off so easily and so quickly”. Ethical issues and the funding of heritage must also be considered.

According to the ministers, awareness of safeguarding culture is at the heart of the matter. This awareness, which can be achieved through education in particular, is necessary in order for heritage to mean something to citizens and be regarded as worth preserving and promoting. With public support, governments will have the legitimacy to act and to pursue the matter further; otherwise, any investment in this regard would be impossible.

Finally, the ministers concluded that heritage must be alive, that is, it must not be confined to the past. It must be brought to life, even experienced, so the public recognizes its importance to their lives today and so that new generations also identify with it. More than anything else, the ministers stressed, heritage is part of identity — past, present and future.

***Summary of comments:***

*Intangible heritage can be defined as a collective action that completes the infrastructure and the necessary services that can turn into a tourism product to generate economic profits and improve the well-being of the community. The relationship between cultural tourism and intangible heritage is one of the least researched and documented aspects at the moment, but could surely contribute to the sustainable development of various communities.*

Sari Bermudez, Mexico

*We need to educate our people to reinterpret history, to help them to understand how we make meaning of things. And in the creation of that meaning, it is only then that we will be able to get them to understand that, ultimately, investing in our culture is the only way really to express confidence in ourselves.*

Sydney Bartley, Jamaica

**B. Cultural Diversity and Concentration in Media**

***Synthesis:***

In this part, Jerker Stattin presented the work of the Special Policy Research Team on Media Issues, chaired by Sweden. The Team looked at the growing concentration of media ownership and the threat it represents to cultural diversity in an era of globalized information. It also focused on two key issues: access to the media and media content. In both cases, the study showed that media concentration has an impact on cultural diversity. Moreover, this concentration is

likely to increase given the horizontal and vertical structure of media conglomerates. Thus there is a strong possibility that the cultural sector and its products in the media may become even more standardized. Finally, the study concluded that the media are a major cultural player and play a crucial role with regard to cultural diversity.

The ministers responded favourably to the report conclusions. They are also concerned about the risk of standardization of information due to globalization. To counter this trend, Norway is quoted as an example. In 1999, the “Media Ownership Act” was adopted, which prohibits owners from acquiring more than a third of national ownership. This accounts for the relatively diverse media ownership in Norway.

Canada has a great variety of media (TV, radio, newspapers), but they are owned by a very small number of multinationals. Given the importance of freedom of the press, it is difficult for governments to legislate in this regard; they must proceed with caution. To this end, Quebec has attempted an approach within its areas of jurisdiction, asking media enterprises to propose a self-regulatory mechanism themselves. It also asked journalists to set out a strict code of journalistic ethics and is also considering providing funding for independent media outlets.

The concentration of information is of particular concern to developing countries. As Motee Ramdass, of Mauritius, noted, it is more difficult for these countries to impose regulatory measures in view of the presence of international conglomerates.

Finally, as Antun Vujic, of Croatia, noted, the concentration of information is just as important to countries in transition. In his opinion, this is one of the most crucial matters facing his country, involving both political and cultural issues.

Finally, the ministers concluded that the media can play a role in protecting culture and promoting cultural diversity. There should accordingly be an ongoing dialogue among governments and the media with regard to culture. At the same time, the media should also reflect a country’s cultural diversity, be it racial, regional or demographic. They must therefore present a whole range of voices.

### **Summary of comments:**

*Media is a true cultural actor that shouldn't be neglected in the overall discussion on cultural diversity.*

Jerker Stattin, Sweden

*You may have this great objective of protecting culture, whether tangible or intangible, but if the press does not provide the necessary support, you are unfortunately not destined for success.*

Motee Ramdass, Mauritius

## **C. Interculturality and Cultural Observatories**

### **Synthesis:**

The third part of the session focused on two new trends in cultural policy: the concept of interculturality and the creation of observatories of cultural policies. These two topics were presented by Josée Arbique, Director of the INCP Liaison Bureau.

#### Interculturality

The concept of interculturality is becoming increasingly important with respect to cultural policy. In the near future, it could have a significant impact on government policies, cultural programs and the role of civil society. It could also change the cultural integration policies of some countries.

Interculturality is the interaction among cultures, sharing and communication where a person accepts the reciprocal nature of the other person's culture. In short, interculturality is taking multiculturalism a step further. This concept includes the ties that must be established among various cultures sharing the same space, in an egalitarian relationship. Intercultural policies and programs are therefore ways of learning how to live together, how to ensure full participation by all cultures and also how to guarantee freedom of expression (in all forms) in a pluralist and multicultural society.

#### Cultural observatories

The creation of cultural policy observatories is a recent phenomenon, first emerging in Europe. Their primary mission is to observe and monitor the cultural sector within specific borders and to disseminate this information.

By making this information available to all cultural agencies and government departments, observatories play an international role that could potentially contribute to the development of the concept of interculturality in the adoption of cultural policies in the years ahead.

With ready access to this type of information, ministers of culture would be more familiar with the programs and initiatives of other countries and would be better able to study and understand the cultures making up their own country.

In this regard, the Liaison Bureau suggested that an inventory be prepared of all observatories around the world, which could be made available on the Web site.

During the discussion, the ministers responded favourably to these two emerging topics and recognized their importance.

As to interculturality, the ministers spoke about their own multicultural or multi-linguistic reality. A number of them recognized that education plays a major role with respect to interculturality by fostering respect for cultures. Others noted that education is not the only part in this process. Finally, interculturality is viewed as a topical issue that should be considered in conjunction with globalization.

As to observatories of cultural policies, the ministers were pleased with the emergence of such a body to promote the sector. At present, there are a lot of gaps in this regard, especially in developing countries where cultural statistics may be lacking. The creation of such an inventory should therefore address this in particular. It could also provide tools to develop skills in this area, with a view to North-South partnership.

Finally, it was suggested that all cultural policies should begin with an inventory of local, regional or national cultural resources. This type of map would provide a basis for even more reliable cultural policies. It could be a tool to raise the profile of culture, making it a major issue that governments from both the North and South could consider and act upon.

***Summary of comments:***

*One of the challenges that policy makers have for developing countries is the lack of statistical data on culture.*

Baldwin Ben Ngubane, South Africa

*In my opinion, interculturality is the surest if not the only way to achieve peace.*

Motee Ramdass, Mauritius

## CAPE TOWN STATEMENT

## **CAPE TOWN STATEMENT**

### **INTERNATIONAL NETWORK ON CULTURAL POLICY FIFTH ANNUAL MINISTERIAL MEETING CAPE TOWN, SOUTH AFRICA, OCTOBER 14-16, 2002**

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*Participating members:* South Africa, Austria\*, Botswana, Canada, China\*, Croatia, Cuba\*, Finland\*, France, Hungary, Jamaica\*, Lesotho\*, Malaysia\*, Mauritius, Mexico, Mozambique, Norway, Senegal, Sweden\*, Swiss Confederation, Zimbabwe

Intergovernmental organizations: *UNESCO*

*Other observers:* United States of America

The Fifth Annual Ministerial Meeting of the International Network on Cultural Policy (INCP) was held in Cape Town, South Africa, from October 14 to 16, 2002. This year, Dr. Ben Ngubane, the South African Minister of Arts and Culture chaired the discussions of the INCP. The discussions focused on the issues and challenges facing developing and developed countries with respect to cultural diversity. The participants also discussed the draft International Instrument on Cultural Diversity (IICD), issues related to tangible and intangible heritage, the role of the media in promoting culture and emerging cultural policy issues.

All Ministers agreed that it is necessary to expedite the work on the Instrument as a matter of priority both at national and international levels. They will put the Instrument and cultural diversity on the agenda of key international institutions such as United Nations Educational, Scientific and Cultural Organization (UNESCO), United Nations Commission on Trade and Development (UNCTAD), African Caribbean Pacific (ACP), World Bank, Francophonie, New Partnership for African Development (NEPAD), African Union (AU), etc., and encourage public distribution and discussion.

\* These countries are represented by a Minister designate.

The participating members, intergovernmental organizations, and other guests reaffirmed their support for the INCP and emphasized the role played by the Network in fostering the exchange of ideas and experiences on areas of importance to the Network. The parallel NGO network, the International Network for Cultural Diversity (INCD), tabled the report attached and had fruitful discussions with the Ministers.

**Three main themes were discussed at this meeting:**

**Cultural Diversity in Developing Countries: the Challenges of Globalization:**

The Ministers discussed the issues and challenges facing developing countries with regard to cultural diversity. In doing so, they referred to the excellent document prepared by South Africa\*\* that highlights the cultural development priorities of countries in the South, the state of their cultural sectors, and the importance of developing cultural policies. This document also examined the implications of the Instrument to developing countries as well as making recommendations about its form and content.

**The Ministers concluded that:**

- The issues and challenges facing developing countries are varied and complex, and it is essential that the needs of these countries be reflected in an International Instrument on Cultural Diversity.
- Gender is a cardinal issue and should be infused in all aspects of the Instrument.
- The cultural sector can make an important contribution to social and economic development. Further research should be undertaken on the role that cultural policy plays in growing cultural investment. Project Teams will develop regional inventories of financial and legal instruments available, nationally and internationally, to support intangible heritage and cultural industries. Senegal and South Africa will lead the team focusing on intangible heritage. Mexico and Canada will lead the group on cultural industries. All INCP members are encouraged to contribute to these inventories.
- These inventories will facilitate joint efforts among INCP members to approach international financial and development organizations.

\*\* All reports mentioned in this statement will be available on the INCP web site at [www.incp-ripc.org](http://www.incp-ripc.org).

## **Cultural Diversity and Globalization: Review of an International Instrument on Cultural Diversity:**

The Ministers reviewed the draft text of the Instrument, written without reference to any particular institution or organization, and the document entitled *Strategic Options* which addresses the policy issues relating to the governance of an Instrument.

### **The Ministers agreed that:**

- The Instrument presented provides an appropriate basis to deepen development of an enforceable agreement to preserve and promote cultural diversity.
- UNESCO is the appropriate international institution to house and implement an International Instrument on Cultural Diversity. They noted the commitment of UNESCO to the broad objective of cultural diversity as contained in the “Universal Declaration of Cultural Diversity: a vision, a conceptual platform, a pool of ideas for implementation, a new paradigm” tabled at the World Summit on Sustainable Development in Johannesburg in 2002. Ministers welcomed the reference by UNESCO to the work of the INCP in that document.
- A meeting, as soon as possible, between a group of representatives of the INCP (Canada, [China], Croatia, France, Mexico, Senegal, South Africa) with the Director General of UNESCO is necessary to address the feasibility of achieving this objective.

The Ministers gave the Working Group, chaired by Canada, the mandate to intensify and accelerate their deliberations on an Instrument so that an improved draft can be ready for consideration by Ministers at a ministerial level Working Group meeting in early 2003. Over the next year, the Working Group must:

- Actively engage with UNESCO and develop a framework for cooperation for the advancement of the Instrument.
- Improve the draft to address inter alia, appropriate rights and obligations of governments, the needs of developing countries, and culture and trade links.
- Intensify its work of promoting cultural diversity, generating awareness of the Instrument and its coherence with other international agendas.

The Ministers will review the process at the next Annual Ministerial Meeting in 2003 in Croatia.

### **Other Cultural Priorities:**

The Ministers discussed the conclusions of the Working Group on Cultural Heritage and those of the Special Policy Research Team on Media Issues. They also discussed two emerging issues, the creation of cultural observatories and the concept of interculturality. The Ministers asked the Liaison Bureau to further the research in these two fields.

The Ministers considered the conclusions and recommendations contained in the report on cultural heritage submitted by Mexico. They discussed five national experiences in promoting and safeguarding tangible and intangible cultural heritage. They acknowledged the need to adopt and implement national policies to protect and promote cultural heritage. Ministers thanked Mexico for its efforts over the past two years in concluding this work which will contribute to the new project to be led by South Africa and Senegal.

The Ministers also welcomed the final report of the Special Policy Research Team on Media Issues in a Global Environment, chaired by Sweden. They discussed the role of the media in disseminating and promoting cultural diversity. The report highlighted the most significant challenges facing ministries of culture with respect to media concentration and the globalization of information. Ministers thanked Sweden for its leadership, and agreed that this is an important issue which should be followed by the INCP.

The INCP Ministers and delegates had the opportunity for discussion with participants from the INCD. INCD representatives presented and discussed the conclusions of their conference held in Cape Town from October 11 to 13, 2002. The Ministers stressed the importance of the INCD's work and the continuation of the dialogue between civil society and governments in the interest of preserving and promoting cultural diversity.

In adjourning, the Ministers promised to continue the discussions at their next meeting in 2003, to be chaired by Croatia. It was announced that the INCP would be hosted by China in 2004 and by Senegal in 2005.

A motion of thanks was tabled in appreciation of the work undertaken by South Africa in hosting this meeting.



**International Network for Cultural Diversity  
Réseau International pour la Diversité Culturelle  
Red Internacional para la Diversidad Cultural**

**CAPE TOWN CONFERENCE  
REPORT TO THE INCP  
14 OCTOBER 2002**

**WHO WE ARE?**

The International Network for Cultural Diversity yesterday concluded three days of meetings at the Centre for the Book. The INCD's 186 delegates from 37 countries organized around the theme *Fostering Cultural Diversity and Development: local, national and global strategies*.

Delegates traveled to Cape Town from every corner of the globe – artists, producers, distributors, exhibitors, heritage institutions, cultural activists and scholars, representing NGOs from every continent and region. We came from economically rich countries and economically poor ones, from areas of peace and areas of conflict, from countries with strong cultural industries, to ones whose artists are too rarely seen or heard beyond their own communities. The majority of us were from the South, a region rich, layered and sophisticated in its cultural diversity.

**THE INCD CONFERENCE PRINCIPAL THEMES**

Concerns about cultural homogenization are shared by people everywhere. While globalization may challenge cultures in different ways, the INCD is united and determined to promote cultural diversity, to preserve the world's living languages, to improve the flow of artistic productions between societies, protect cultural heritage and to foster support for creators, artists and cultural producers everywhere. The work of the INCD is building on an international understanding expressed in the *Universal Declaration of Human Rights* that participation in the arts and culture is one of the fundamental human rights.

Support for the development and implementation of a new Convention on Cultural Diversity that will provide a legal foundation for government measures that support diversity has grown from a concept being discussed in only a few communities two years ago to an idea that has spread broadly. It is now being discussed in cultural communities around the world. It is also being considered by UNESCO and within the Council of Europe, La Francophonie, the ILO, World Summit on Sustainable Development and UNCTAD.

But the INCD knows the Convention is only one step, the promotion and encouragement of cultural diversity requires the development of cultural capacity in many countries and in many communities. For individual artists, cultural producers and cultural institutions in the least developed countries, in the developing world and in countries in transition, it is not merely enough to preserve existing cultural policies and programs, we need new ones and urge our governments and intergovernmental agencies to implement them. Our discussion on this theme reflected all of our differences and diverse opinions, but we emerged united in a commitment to advocate on behalf of our communities for policies and programs which will ensure that development will work for culture and cultural exchange.

## **OUR CONCLUSIONS**

### **CULTURAL DIVERSITY AND DEVELOPMENT**

The INCD believes it is important to consider how to incorporate the concerns of the least developed countries (especially the relationship between cultural diversity and the alleviation of poverty), the developing world and the countries in transition into the Convention on Cultural Diversity. This is why the INCD believes governments must accept positive obligations when they ratify it. And why we will urge progressively more commitments as governments are able to meet them.

The Convention can ensure a space for domestic artistic creations but it cannot guarantee every country will have the capability to occupy that space. It cannot guarantee that every artist and cultural producer will be able to work and create, to interact with their community. All of the world's citizens are impoverished when they are denied the opportunity to experience the full richness of the diversity of all communities.

This is why the INCD is committed to advocating for appropriate tools, policies and programs that will ensure the development of cultural capacity. The INCD will lobby locally, nationally and globally to ensure that every community has the capacity to develop the individuals, the companies and the institutions, both public and private, that it needs to give itself voice through music, audiovisual, stories and the arts.

The INCD will urge governments, institutions, intergovernmental agencies and foundations to collaborate to ensure that the necessary resources, both financial and human, are made available for this task. We will work to put this on the agenda of development agencies and we will insist that development support be delivered in a manner that is culturally-sensitive and culturally-specific.

The INCD supports the following outcome of *Our Creative Diversity*:

“Culture then is not a means to material progress; it is the end and aim of “development” seen as the flourishing of human existence in all its forms and as a whole.”

The INCD recognizes that our work on these topics has only begun in Cape Town and will continue as a priority in the coming months and years.

## **CONVENTION**

The INCD will table the second draft of our proposed Convention on Cultural Diversity after it has taken into account the substantive contributions from our conference. The INCD congratulates you for the efforts of your Working Group on Globalization and we were delighted to have had an opportunity to provide our thoughts and ideas during the drafting process. The draft of the Convention prepared for consideration of the Culture Ministers is a significant benchmark. The INCD encourages the earliest public release of your working text because it will represent a significant contribution to the growing global dialogue. And we must increasingly engage trade ministers in this dialogue.

INCD delegates had rich debate about how culture and cultural diversity have different meanings in different parts of the world. The Convention must not engender debate on sensitive issues that have been resolved in other recognized international documents and treaties.

In the spirit of collaboration, we offer the following specific observations about the content of the proposed Convention.

### *1. Scope of Government Authority*

The INCD is committed to working to ensure the Convention cannot be used to justify acts that are contrary to fundamental human rights and basic democratic principles. That is why we include in our Draft recognition of the right of the artist and creator to freedom of expression and freedom from censorship. We have also adopted into our Draft the language you are considering that provides an explicit prohibition on the use of the Convention in a manner that would infringe human rights. The INCD Convention will explicitly cite the significant related rights as does your own Draft.

The INCD also believes access to a diversity of media and information sources and to opportunities to produce and distribute media programming are fundamental conditions of democratic societies. In this context, politically independent public service broadcasting, administered at arms length from government, and a strong community broadcasting sector both have vital roles to play.

## *2. Diverse Communities*

There must be special recognition of the need to preserve threatened cultures, especially languages, including those of indigenous peoples. There must be recognition of the need to protect traditional knowledge. When ratifying the Convention, governments should make a concrete commitment to ensuring the flourishing of the rich diversity of all cultures within their territories.

## *3. Trade Agreement Language*

The INCD believes that using the language of trade to outline the kinds of government measures that are permissible in a cultural context, is one of the ways to build a barrier against the trade agreements. For example, we use some of this language in the Draft chapters of our Convention that address Investment, Competition Policy and Procurement and Cultural Goods and Services.

## *4. Dispute Settlement*

We reached few conclusions about the governance and institutional arrangements that are required for the Convention. However, we urge that you incorporate fundamental principles from the INCD's work into your Draft. The dispute settlement process must be transparent, it must guarantee input from third parties and non-governmental organizations and must acknowledge that the rights of individuals are equivalent to corporate rights.

## *5. Fair and Equitable Exchange*

Both the INCD and the INCP are united in the goal of achieving more balanced exchanges between cultures. The objective of the Convention is not to replace the domination of one by the domination of another, nor should it foster the isolation of one from the other. Both the INCD and INCP should look again at our Drafts to ensure they provide the strongest guarantees possible.

Given the aggressive negotiating agenda within the WTO and the numerous bilateral trade talks that are taking place, it is urgent we move forward quickly to achieve the implementation of the Convention. However, urgency should not lead us to an ineffective Treaty or an inappropriate forum.

On our side, the INCD will launch a campaign to disseminate information about the issue. We will raise awareness in our communities and through them influence other governments. The INCD will launch a multi-pronged communications strategy and will advocate for the Convention in other fora.

We will continue to be involved in the process of developing this important Convention. We will monitor developments and advocate the positions of the

world's cultural NGOs. We also believe that including cultural NGOs in the formal negotiating process will assist governments in their efforts to implement an effective and meaningful Convention.

## **OUR PLANS FOR THE FUTURE**

The Cape Town meeting represented a significant step in the development of the INCD. The INCD has emerged with a commitment to organizing our activities on a regional basis in the next years. We are committed to expanding our regional secretariats and hope to establish a physical presence in a number of regions during 2003. We have a new Steering Committee that will meet in 2003 in Croatia, once again in collaboration with you. The Steering Committee will be joined by representatives selected at our regional meetings.

## **ACKNOWLEDGEMENTS AND THANKS**

We wish to thank our hosts and supporters. We received wonderful support and encouragement from the Government of South Africa and the city of Cape Town. The Governments of Canada and Sweden support our offices and secretariat, The Governments of Canada, Switzerland, Sweden, Mexico and Croatia have all provided financial contributions to our Conference. The Ford, Rockefeller and Prince Claus foundations, UNESCO and the ILO have also assisted this effort.

To the world's Culture Ministers organized in the INCP we send our thanks and our best wishes for a successful meeting.

## **INCD STEERING COMMITTEE 2002-2003**

Leonardo Brant, Brazil  
Peter Curman, Sweden  
James Early, United States  
Leah Enkiwe, Philippines  
Mireille Gagné, Canada  
Atul Kumar, India  
Richard Letts, Australia  
Katerina Marinaki, Greece  
Nina Obuljen, Croatia  
Burama Sagnia, Senegal  
Rafael Segovia, Mexico  
Yvon Thiec, Belgium/France  
Mike van Graan, South Africa  
Megan Williams, Canada

## OFFICIAL AGENDA

**OFFICIAL AGENDA**  
**FIFTH ANNUAL MINISTERIAL MEETING**  
**INTERNATIONAL NETWORK ON CULTURAL POLICY**

**Saturday October 12, 2002**

**All Day:**

- Ministers and delegates will be greeted at the airport by representatives of the Department of Arts and Culture of South Africa and taken to the Radisson Hotel Waterfront in Cape Town.
- There are no activities or meetings planned for this day. Ministers and delegates can rest, use the hotel's amenities and services or choose to visit Cape Town. If you would like to obtain more information on the hotel facilities or tourist attractions in Cape Town, please contact the hotel or speak to a clerk at reception upon your arrival.
- There is a fine dining restaurant on-site and 24-hour room service. Please also note that breakfast is included with your stay.

Ministers and delegates will be staying at:

The Radisson Hotel Waterfront, Cape Town  
Beach Road, Granger Bay, P.O Box 50041, Waterfront 8002  
Tel: +27 21 418 5729  
Fax: +27 21 418 5717  
Email: [info.capetown@radissonsas.co.za](mailto:info.capetown@radissonsas.co.za)  
[www.radissonsas.com](http://www.radissonsas.com)

**Sunday October 13, 2002**

**All Day:**

- Ministers and delegates will be greeted at the airport by representatives of the Department of Arts and Culture of South Africa and taken to the Radisson Hotel Waterfront in Cape Town.

**12:00 - 14:00: Harbour View Restaurant, Radisson Hotel**

***Networking Luncheon:***

- INCP Ministers and delegates will be joined by the NGO representatives of the International Network on Cultural Diversity (INCD) meeting at a luncheon offered by the Department of Arts and Culture of South Africa. This event offers participants an excellent opportunity to meet and discuss common areas of interest between the two networks.

**14:30 - 17:00: Granger 1 & 2, Radisson Hotel**

***Ministerial Contact Group Meeting:***

- INCP Contact Group Ministers will meet to discuss INCP management issue papers and review the Annual Ministerial Meeting Agenda. Contact Group members will find the agenda for this meeting in their registration package.

**17:30 Departure from Radisson Hotel for Spier Wine Estate, Stellenbosch**

**18:30 Arrival at the Spier Wine Estate, Stellenbosch**

**19:00- 22:00: Spier Wine Estate, Stellenbosch**

***Official Opening Ceremony:***

- South Africa will host the official opening ceremony of the Fifth Annual Ministerial Meeting of the INCP. The keynote speech will be delivered by Dr. B.S. Ngubane of South Africa's Department of Arts and Culture.

**Monday October 14, 2002**

**9:00 - 9:15: Granger 1 & 2, Radisson Hotel**

***Opening of the 5<sup>th</sup> INCP Annual Ministerial Meeting:***

- Opening performance by the singer and musical bow player Madosini.
- Opening remarks by Dr. B.S. Ngubane, South Africa's Department of Arts and Culture.

**9:15 - 10:30 : Granger 1 & 2, Radisson Hotel**

***Plenary Session 1: Cultural Diversity in Developing Countries: the Challenges of Globalization***

The purpose of this session is to discuss cultural policy in developing countries. The focus of the discussion will be on the needs and priorities of developing countries as well as the status of their cultural sectors and infrastructure and how these interact.

Cultural diversity is a strategic resource in developing countries. It can strengthen the country's cultural industries by encouraging local artistic production, creating local employment opportunities, enriching a country's national cultural heritage, national identity and social cohesion and increasing revenues from the tourism industry. Developing countries are increasingly striving to develop the role of their cultural sector in their development strategies in order to fully benefit from the opportunities presented by globalization.

South Africa has looked at these dynamics from a developing country perspective. Their discussion paper looks at the impact of globalization on developing countries' cultural policy and infrastructure as well as government capacity and support to achieve long-term cultural policy objectives. The study also makes the link between cultural policies, sustainable development and the INCP's work in developing an International Instrument on Cultural Diversity (IICD).

**Key Issues for Discussion:**

- How has globalization impacted the range of tools that developing countries use to promote and preserve cultural diversity?
- How can the IICD help to strengthen cultural industries in developing countries in order for them to be considered as an important factor in policy as well as social and economic development? What measures or instruments should be used to accomplish this goal?
- What would be the implications for developing countries that have not yet adopted measures to ensure the development of domestic cultural expression? How can these countries be encouraged to do so?

**Presentation:**

- The host of the 2002 Annual Ministerial Meeting will present their study.

Discussion Document:

- Executive Summary of “Cultural Diversity in Developing Countries: the Challenges of Globalization”

Background Document:

- Cultural Diversity in Developing Countries: the Challenges of Globalization

**10:30 - 11:00: Granger 1 & 2, Radisson Hotel**

***Plenary Session 2: Cultural Diversity and Globalization: Draft text of an International Instrument including where it could be housed:***

At the Fourth Annual Ministerial meeting, held in Lucerne in September 2001, the Working Group on Cultural Diversity and Globalization, chaired by Canada, was given a two-year mandate to draft an International Instrument on Cultural Diversity (IICD) that would focus on the promotion and preservation of cultural diversity in the face of globalization. The Working Group, through the Special Policy Research Team (SPRT), led by Switzerland, was also mandated to undertake a study that would examine governance issues relating to an Instrument, including location and institutional context, dispute settlement and monitoring mechanisms and strategic implementation advice. Having completed the first year of its mandate, the Working Group is presenting three documents for consideration by Ministers at the Fifth Annual meeting of the INCP in Cape Town.

*An International Instrument on Cultural Diversity*

The report for Ministerial Consideration is an introductory piece which gives the background and context for the IICD. The draft document begins with an explanation of the purpose of each section of the actual Instrument text, which follows it. The draft Instrument is presented as a work in progress by the Working Group on Cultural Diversity and Globalization. Its purpose is to provide a framework for all States that consider the preservation of distinct cultural expressions and cultural diversity an essential component of globalization. The Instrument gives special consideration to the needs of developing countries including the need to develop a capacity for cultural expression.

*Strategic Options for the Governance Study*

The purpose of the *Strategic Options* paper is to highlight the short, medium and long-term policy issues associated with IICD governance. All the issues examined here relate to where the IICD will eventually be located. The

Governance Study recommendations are found in the *Strategic Options for a New International Instrument on Cultural Diversity* document, which was based on the research in the Executive Summary and in the four chapters.

Key Issues for Discussion:

- In what respects does the draft Instrument meet expectations? In what substantive areas does more work need to be done?
- One of the goals of an instrument is to go beyond declarations to create binding obligations. How close is the draft Instrument to ensuring the preservation and promotion of cultural diversity in its obligations? Do the obligations in this draft provide appropriate and sufficient basis to proceed?
- Should the development of the Instrument, in the short term, continue as a stand-alone approach?
- The draft is based on the proposition of a stand-alone agreement, but has references to other international organisations and obligations in such areas as human rights, cultural rights, intellectual property, and international trade. Is the relationship between the obligations of the instrument and those of other international obligations handled effectively?
- Given the draft's references to broad international obligations outside the purview of Department's of culture participating in INCP discussions, should efforts be made to broaden the range of participants in discussion about the Instrument?

Presentation:

- The Chair of the Working Group on Cultural Diversity and Globalization will present the draft text of the International Instrument on Cultural Diversity.

Discussion Documents:

- Report for Ministerial Consideration: An International Instrument on Cultural Diversity from the Working Group on Cultural Diversity and Globalization 2001-2002
- An International Instrument on Cultural Diversity
- Strategic Options For a New International Instrument on Cultural Diversity

Background Document:

- Options and Issues for the Implementation of an Instrument: Depositary, Mechanism and Strategy

**11:00 - 11:30: Hotel Hall**

***Tea Break***

**11:30 - 13:00: Granger 1 & 2, Radisson Hotel**

***Report from the Third Annual Meeting of the NGO International Network on Cultural Diversity, October 11-13, 2002:***

- Representatives of the INCD, the INCP's parallel NGO network, will present their meeting conclusions. Ministers will have an opportunity to ask the presenters questions.

**13:00 - 15:00: Harbour View Restaurant, Radisson Hotel**

***Lunch***

**15:00 – 17:00 Granger 1 & 2, Radisson Hotel**

***Plenary Session 2: Cont'd***

**19:00: Castle Banquet Hall, Cape Town**

- Dinner will be served at the Castle Banquet Hall in Cape Town.

**Tuesday October 15, 2002**

**9:00 - 10:30: Granger 1 & 2, Radisson Hotel**

***Plenary Session 3: Other Cultural Priorities***

In this session, Ministers are invited to share their strategies for the preservation and promotion of tangible and intangible cultural heritage and their experience in dealing with the increasing concentration of media ownership in their countries. The session will conclude with a brief discussion on emerging trends in the cultural policy environment.

The Working Group on Cultural Heritage, chaired by Mexico, surveyed the existing laws and programs for the preservation and promotion of cultural heritage in order to identify the most effective tools, instruments and methodologies in this field. Mexico also looked at the increase in cultural tourism and the role of this industry in a country's socio-economic development. Their findings will be the focus of the first part of this session.

The Special Policy Research Team on Media Issues, chaired by Sweden, looked at the increasing concentration in media ownership and the threat it poses to cultural diversity. The important economic and socio-cultural role of the media brings us to look at the issues surrounding this phenomenon and to consider ways of preventing a concentration of media sources and cultural products. Policies for the effective management of this issue and strategies to ensure a diversity of choices in this field will be the focal point of the second part of this session.

Finally, Ministers are invited to ponder new and emerging trends in the field of cultural policy. The creation of observatories on cultural policy and the increasing reference to the concept of interculturality in cultural fora are two trends that merit the INCP's attention. Observatories monitor, gather and disseminate information to the cultural sector to create links and facilitate communication between different players in the cultural milieu. Interculturalism on the other hand, refers to the interaction and communication between cultures as well as the increasing mutual respect of cultural differences. These trends point to the importance of exchanges among cultures, between cultures and within the cultural sector as a whole.

#### Key Issues for Discussions:

- How can we encourage countries to continue to include the preservation and the promotion of cultural heritage in their national priorities?
- What measures can governments take to promote cultural diversity while facing the concentration of media?
- How can international observatories on cultural policies contribute to the development of national cultural policies?
- How can governments promote positive intercultural relations that ensure long-term social cohesion?

Presentation:

- Presentation by Chair of the Working Group on Cultural Heritage
- Presentation by Chair of the Special Policy Research Team on Media Issues
- Presentation by Director of the Liaison Bureau on New and Emerging Issues

Discussion Documents:

- Executive Summary of the Final Report of the Working Group on Cultural Heritage - Comparative Study: Similarities and Differences
- Final Report of the Special Policy Research Team on Media Issues – Cultural Diversity and the Media
- New and Emerging Issues: Concept of Interculturality and the Creation of Cultural Observatories

Background Documents:

- Final Report of the Working Group on Cultural Heritage - Comparative Study: Similarities and Differences
- Summary Report of International Events/Meetings of Interest to the INCP for 2001-2002

**10:30 - 11:00: Granger 1 & 2, Radisson Hotel**

***Presentation of the Final Report from the 4th INCP Annual Ministerial Meeting held in Lucerne, Switzerland, September 2001 by the Swiss Minister of Culture.***

**11:00 - 11:30: Hotel Hall**

***Tea Break***

**11:30 - 12:30: Granger 1 & 2, Radisson Hotel**

***INCP Management Issues:***

- Presentation of the Annual Ministerial Contact Group Meeting conclusions.

**12:30 - 13:00: Granger 1 & 2, Radisson Hotel**

***INCP Future Hosts:***

- The 2003 INCP Annual Ministerial Meeting host, Croatia, will make a presentation on the preparations for the Sixth Annual Ministerial Meeting of the INCP.

- Future INCP Annual Ministerial Meeting hosts.

**13:00 - 15:00: Lunch, Gold of Africa Museum**

- Ministers and delegates will be served lunched at the museum and will be able to tour the exhibition.

**15:00 - 16:00: Granger 1 & 2, Radisson Hotel**

***Review of the draft Cape Town Statement***

**16:00 – 17:00: Granger 1 & 2, Radisson Hotel**

***Conclusion of the Fifth INCP Annual Ministerial Meeting***

**17:00 – 17:30: Hotel Hall**

***Tea Break***

**17:30 - 18:30: Granger 1 & 2, Radisson Hotel**

***Press Conference***

**19:00: Harbour View Restaurant, Radisson Hotel**

- Dinner will be served in the hotel restaurant.

**20:30: Evening Performance at the Baxter Theatre**

- INCP Ministers and delegates will leave the hotel for an evening of entertainment at the Baxter Theatre in Cape Town.

**Wednesday October 16, 2002**

***Excursion day:***

- Ministers and INCP delegates are invited to participate in the excursion day offered by the Department of Arts and Culture:

**9:00 – 12:00 – Tour of Langa Township**

- Ministers and INCP delegates will be given a tour of Langa Township where they will have lunch.

**13:00 – 16:00 – Tour of Robben Island**

- Ministers and INCP delegates will be taken by ferry to Robben Island for a tour of its Museum.

**Thursday October 17, 2002**

**All Day:**

- Departures of Ministers and INCP delegates.