

UNESCO Capacity Development Programme on the 2005 Convention for the specialists from Asia and Pacific regions

10-15 June 2018

Seoul, Republic of Korea

Venue: CKL (Contents Korea Lab) Venture Complex, 16th floor
(40 Cheonggyecheon-ro, Da-dong, Jung-gu, Seoul)

10 June 2018 (Sunday)

	Arrival of participants (Center Mark Hotel (38, Insadong 5-gil, Jongno-gu, Seoul))	
19h00	Departure by bus to restaurant. Meeting point in Hotel Lobby. <i>Welcoming dinner hosted by UNESCO</i> (Congdu : 116-1 Deoksugung-gil, Sogong-dong, Jung-gu)	Congdu (Korean restaurant)

11 June 2018 (Monday) – Venue: CKL (Contents Korea Lab) Venture Complex, 16th floor

08 30	Departure from hotel lobby (walking distance)	
09 00 – 09 15	Welcoming remarks <ul style="list-style-type: none"> JUNG Young-suk, Director, International Cultural Affairs Division, Ministry of Culture, Sport & Tourism Kwangho KIM, Secretary General, Korean National Commission for UNESCO Danielle Cliche, Chief, Diversity of Cultural Expressions, UNESCO 	
09 15 – 09 35	Ice-breaking activity	Anupama Sekhar/ Milena Dragičević Šešić
09 35 – 10 15	Session 1: Three questions to start the discussion <ul style="list-style-type: none"> Why was the 2005 Convention adopted? What are the four goals of the Convention? How relevant is the Convention today? <p>Followed by short Q&A</p>	Danielle Cliche

10 15- 10 45	<p>Session 2: Situating the 2005 Convention in the context of the Asia/Pacific region</p> <p>Only 14 countries from the region have ratified the 2005 Convention. What does this tell us? What are the common achievements and challenges? Who are the key players to advance policies for creativity in the region?</p> <p>Followed by short Q&A</p>	Anupama Sekhar
10 45 11 15	Coffee break	
11 15 – 11 45	<p>Session 3: Understanding cultural policies in the context of the 2005 Convention</p> <p>The 2005 Convention is the first international legal instrument to recognize the sovereign right of governments to adopt cultural policies and to implement measures to promote the diversity of cultural expressions, through different types of legislative, regulatory, institutional and financial interventions. It calls for the design and implementation of policies and measures that support the creation, production, distribution of and access to diverse cultural goods and services. How to support such policy-making processes? What is collaborative governance?</p>	Milena Dragičević Šešić
11 45 – 13 00	<p>Break-out session on “Cultural Policies” (group exercises)</p>	Participants divided in 8 working groups
13 00 – 14 00	Lunch break	
14 30 – 15 00	<p>Session 4: Serving the goals of public service media</p> <p>Ensuring media diversity is crucial for the promotion of diverse cultural expressions. The Convention encourages governments to support public service media and adopt measures that ensure diverse media institutions, support the production of diverse content and guarantee full editorial independence and media freedom. How can this ecosystem be sustained to guarantee pluralism, editorial independence, adequate funding, accountability and transparency?</p>	Milena Dragičević Šešić
15 00 – 16 00	<p>Break-out session on “Public Service Media” (group exercises)</p>	Participants divided in 8 working groups
16 00 – 16 30	Coffee break	

16 30 – 17 00	<p>Session 5: Digital technology revolutionizing the cultural landscape</p> <p>New technologies are increasing access to digital content, reducing production costs, increasing exposure and fostering innovative forms of financing allowing for a veritable explosion of creativity. In June 2017, new Operational Guidelines were adopted on the implementation of the Convention in the digital environment. This session will assess and discuss collectively the implementation of policies and measures that support digital creativity and innovation, digital literacy and digital governance, as well as respect for artistic freedom in the digital environment.</p>	Anupama Sekhar
17 00 – 18 00	Break-out session on “Digital” (group exercises)	Participants divided in 8 working groups
18 15	<i>Departure to restaurant (walking distance)</i> Dinner	Seasons Table (Korean Style Buffet)

12 June 2018 (Tuesday) – Field visit

9 30	Departure by bus from Hotel: Field visit to Paju City, “cultural complex” dedicated to ccis and book industry	
10 30-17 30	Field visit (programme to be shared in due course) <ul style="list-style-type: none"> - Myung Film art Center - Lunch (Dining Noeul Restaurant) - Paju Book City (Forest of Wisdom) - Heyri Art Village 	
18 30	Dinner reception hosted by the Korean National Commission for UNESCO	Samcheonggak (Korean Restaurant)

13 June 2017 (Wednesday) – Venue: Center Mark Hotel

9 00 – 10 00	<p>Keynote speech: The 2005 Convention and its impact on the Republic of Korea, by Professor Han, Kyung-Koo (Seoul National University)</p> <p>Followed by Q&A</p>	
10 00 – 10 30	Coffee break	
10 30 – 11 00	Session 6: Involving civil society in the implementation of the 2005 Convention	Milena Dragičević Šešić



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	The 2005 Convention requires the active engagement of a diversity of voices in policymaking, policy design and implementation. Civil society involvement with government ministries and departments on culture issues is therefore required to meet the demands and needs of a rapidly evolving marketplace. How can civil society be actively involved in participatory governance of culture and promote the Convention's objectives?	
11 00 – 12 00	Break-out session on "Civil Society" (group exercises)	Participants divided in 8 working groups
12 00 – 13 00	Reporting in groups	
13 00 – 14 00	Lunch break	
14 30 – 15 00	Session 7: Preferential treatment as a unique feature of the 2005 Convention The Convention calls on developed countries to 'facilitate cultural exchanges with developing countries by granting, through the appropriate institutional and legal frameworks, preferential treatment to artists and other cultural professionals and practitioners, as well as cultural goods and services from developing countries'. This provision is designed to facilitate greater mobility of artists and cultural professionals and a balanced flow of cultural goods and services. What are the implications of this provision on culture and trade? How has it been used in the Asia/Pacific region?	Anupama Sekhar
15 00 – 16 00	Break-out session on "Preferential Treatment" (group exercises)	Participants divided in 8 working groups
16 00 – 16 30	Coffee break	
16 30 – 17 00	Session 8: Human rights and fundamental freedoms as a cornerstone for promoting the diversity of cultural expressions The Convention calls for the integration of a gender perspective into all cultural policies and measures, and the recognition of women's contribution to creativity. It also puts forth that restrictions on artistic freedom and access to artistic expressions generate major cultural, social and economic losses. It deprives artists and cultural professionals of their means of expression and livelihood. How to promote the diversity of cultural expressions if human rights and fundamental freedoms are not guaranteed?	Milena Dragičević Šešić

17 00 – 18 00	Break-out session on “Human Rights” (group exercises)	Participants divided in 8 working groups
18 15	Departure from hotel to restaurant (walking distance) Dinner	Ashley (Italian Buffet)

14 June 2018 (Thursday) – Venue: CKL (Contents Korea Lab) Venture Complex, 16th floor

8 30	<i>Departure from hotel lobby</i>	
9 00 – 9 30	Session 9: The 2005 Convention, a policy tool to implement the Sustainable Development Goals (SDGs) Implementing the 2005 Convention directly contributes to achieving several Sustainable Development Goal targets. It identifies investing in creativity as a priority for sustainable development. At the global level, it also calls for countries to provide financial assistance for creativity through their Official Development Assistance (ODA) contributions, their support to the Convention’s International Fund for Cultural Diversity and offer technical assistance to strengthen human and institutional capacities in developing countries. How is this agenda on sustainable development offering opportunities for policy frameworks and regional cooperation on culture in the Asia/Pacific region?	Anupama Sekhar
9 30 – 10 30	Break-out session on “Sustainable Development” (group exercises)	Participants divided in 8 working groups
10 30 – 11 00	Coffee break	
11 00 – 11 30	Session 10: Reaching out to advocate for the 2005 Convention Various stakeholders need to be mobilized to ensure the effective implementation of the Convention locally, nationally, regionally and internationally (civil society organizations, UNESCO Chairs and other academic institutions, experts, governments including ministries beyond culture, media actors, human rights actors, etc.). They should also start to see themselves as an agent of change in their respective capacity. How to support engagement, and awareness raising? Who are the partners for advocacy?	Milena Dragičević Šešić
11 30 - 13 00	Break-out session on “Outreach” (group exercises)	Participants divided in 8

		working groups
13 00 – 14 00	<i>Lunch break</i>	
14 30 – 15 00	<p>Session 11: Promoting the ratification of the Convention and strengthening regional and sub-regional cultural cooperation in Asia/Pacific</p> <p>Ratifying the Convention is not an end in itself but a means/tool for strengthening cultural cooperation. Ratification is only a first step towards ensuring that all voices are heard in the global effort to protect and promote the diversity of cultural expressions. Parties to the Convention form a unique international consortium that make decisions which shape the future of cultural policy making, international cultural cooperation and which benefit artists, cultural professionals and citizens alike. What are the benefits and opportunities that have opened up for the Asia-Pacific region? Implementing the objectives of the Convention also requires strong human, institutional and financial capacities. What are the technical assistance and peer-to-peer learning mechanisms, as well as career and organizational development in creative sectors, that are needed in the Asia/Pacific region?</p>	Anupama Sekhar
15 00 – 16 00	<p>Break-out session on “Individual action plans”</p> <p>Group discussions on individual action plans to follow up on this programme; How can the participants to this workshop see themselves as potential actors of change – e.g. agents in a self-learning process and engaged in developing different training forms (mentoring, coaching, job shadowing, etc.) to facilitate peer-to-peer learning, including through existing networks and institutional affiliations?</p>	Participants divided in 8 working groups
16 10	<i>Departure to public debate venue (walking distance)</i>	
16 30 – 18 00	<p>Public debate on the Global Report “Re-Shaping Cultural Policies”</p> <p>(Venue: National Museum of Korean Contemporary History, Seminar Room, 6th Floor)</p> <p>This public debate will serve to present the 2018 Global Report “Re-Shaping Cultural Policies”, present the Korean quadrennial periodic report and will be followed by a panel discussion on challenges in cultural policy making for creativity in Asia-Pacific region.</p>	
18 30-	<i>Farewell dinner hosted by the Ministry of Culture of the Government of the Republic of Korea</i>	Hanyukgam (BBQ)



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15 June 2018 (Friday) – Venue: CKL (Contents Korea Lab) Venture Complex, 16th floor

09 00 – 10 30	Break-out session “Individual action plans” (cont’d) Group discussions on individual action plans to follow up on this programme.	Anupama Sekhar & Milena Dragičević Šešić
10 30 – 11 00	Coffee break	
11 00 – 12 45	Presentation of individual action plans by participants Plenary discussions on ways forward This session will engage the participants to commit themselves to implement some follow-up activities in their own context. Some may decide to write articles to publish in on-line journals for awareness-raising. Some may decide to organize a seminar with their students. Some may decide to take the 2005 Convention’s monitoring areas as a research topic. Some may decide to propose to review and revise policies and/or measures to better support the cultural sector. Some may decide to enlarge the scope of their regional cultural cooperation, etc.	Chaired by UNESCO
12 45 – 13 00	Wrap-up session Closing speech <ul style="list-style-type: none"> • Representative of the Korean National Commission for UNESCO • Danielle Cliche, Chief, Diversity of Cultural Expressions, UNESCO 	Chaired by UNESCO
13 00 – 14 00	<i>Lunch break</i>	
14h00-	Departure of the participants	