



Ministry of Arts and Culture
in collaboration with
UNESCO
and
the Swedish International Development Cooperation Agency (SIDA)

Project Launch

**Re | Shaping Cultural Policies for the Promotion of Fundamental Freedoms
and the Diversity of Cultural Expressions in Mauritius (2018-2021)**

*Thursday, 10 October 2019 at 15 30 hrs
Hotel Intercontinental*

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- 15 30 hrs: Welcome Address by Ms Karalyn Monteil,
UNESCO Regional Office for Eastern Africa
- 15 35 hrs: Address by Ms Christine Umutoni,
United Nations Resident Coordinator
- 15 45 hrs: Speech by Hon. Prithvirajsing Roopun,
Minister of Arts and Culture
- 15 55 hrs: Introduction to the 2005 Convention on the Protection and
Promotion of the Diversity of Cultural Expressions and the
UNESCO project funded by Sweden (SIDA II)
- 16 10 hrs: Short video on outcomes of UNESCO (SIDA I) projects
- 16 20 hrs: Q&A on UNESCO (SIDA II) project in Mauritius
- 16 30 hrs: Group photo and Refreshments

UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)

The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions was adopted in 2005 and has now been ratified by the majority of governments around the world (146 to date). Mauritius was one of the first countries to ratify the Convention in 2006. The Convention recognizes the sovereign right of States to adopt policies and measures to support the emergence of dynamic and strong cultural and creative industries. It provides a plan of action that ensures artists, cultural professionals and creative practitioners, as well as all citizens, have the capacity to create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own.



To achieve this, Parties to the Convention have committed to collect and share, through quadrennial periodic reporting, information and data, statistics and good practices on policies and measures that protect and promote the diversity of cultural

expressions in their respective country. This reporting process goes well beyond a technical exercise; it is designed to support, through multi-stakeholder dialogues, innovative, forward-looking and evidence-based cultural policymaking.

Did you know ?

Today, the cultural and creative industries generate annual global revenue of US\$2,250 billion and exports of over US\$250 billion. These sectors can make up to 10% of GDP in some countries.

Re|Shaping Cultural Policies for the Promotion of Fundamental Freedoms and the Diversity of Cultural Expressions (2018-2021)

This project, funded by the Swedish International Development Cooperation Agency (Sida), aims to strengthen the human and institutional capacities of governmental and civil society actors in order to monitor and report on policies and measures that protect and promote the diversity of cultural expressions in Mauritius.

Project activities will run through 2021 and include: specialized expertise in the organization of multi-stakeholder consultation inter-ministerial cooperation; and public debates on emerging topics such as gender equality in the culture sector, media diversity or artistic freedom.



What are the cultural and creative industries?

The 2005 Convention defines the cultural and creative industries as those that produce and distribute cultural goods, services or activities with cultural content that convey ideas, symbols and ways of life. This applies to cultural or artistic expressions communicated through words (literature), sound (music, radio), images (photos, TV, films), movement (dance, theatre) or objects (sculpture, painting, design) and in any format (live, print, audiovisual, digital). Seven specific subsectors are eligible for financial assistance through the Convention's International Fund for Cultural Diversity: audiovisual/cinema, visual arts, design, media arts, music, performing arts, and publishing.