



**Address by Jyoti Hosagrahar**

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for the Opening Ceremony of the 11th Intergovernmental Committee for the  
Protection and Promotion of the Diversity of Cultural Expressions  
12 December 2017, Paris**

Excellencies,

Ladies and gentlemen,

I am extremely pleased to open this 11<sup>th</sup> session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions.

The Convention is growing ever stronger, now boasting 146 Parties, including the European Union. I would like in particular to recognize Turkey, who became the latest Party to ratify the Convention in 2017.

Last year, the adoption of the operational guidelines on digital was a major highlight of your debates. This marked a decisive step forward, and signaled how this Convention is adapting to an ever-changing environment, which is profoundly affecting the entire culture sector.

This year, we will continue this very important discussion, and see how we can collectively implement these guidelines through various policy means: policies to support creation, modernization of production and distribution networks and platforms, diversification of cultural contents, implementation of digital plans and strategies, etc.

In establishing your work plan for 2018-2019, I am certain the Committee will take up these issues and set an ambitious agenda for the future.

Ladies and gentlemen,

This Committee session will not be an ordinary one: as you know, we will be launching our new Global Report “Re-shaping Cultural Policies”. This event will take place on Thursday, from 3 to 6, with the participation of the Director-General and the Secretary of State for Culture and Democracy from Sweden. Two panels will be organized on this occasion: one with Global Report authors, and another one with different actors engaged in policies to support the independent cinema sector.

This Global Report, based on periodic reports submitted by Parties and other additional sources, is designed to guide the future implementation of the Convention, particularly in light of emerging issues related, for example, to the digital environment, trade policies or artistic freedom.

It paves the way for the future and provides a solid framework to contribute to the 2030 Agenda for Sustainable Development.

This new edition of the Global Report is a huge achievement.

We know that the full implementation of the Convention's provisions is a long-term endeavor.

Through this monitoring and analytical tool, the only one that exists for any of UNESCO's Conventions, Parties and civil society actors are reporting on important results achieved that we can measure, share and learn from.

It is a tool for thought, and it is a tool for inspiration. We will look very much forward to your comments and feedback.

Other important items will be on the agenda of this Committee session.

For example, you will review 37 new quadrennial periodic reports submitted by Parties demonstrating changes in national cultural policies and development strategies, and discuss the future revision of the Framework for Periodic Reporting.

You will also review seven new projects for the International Fund for Cultural Diversity, recommended by the Panel of Experts, that seek to boost the creative economy in developing countries.

Based on the results of the second external evaluation of the Fund, the Committee will also adopt recommendations for its future management.

At this point I want to share with you the good news that the Secretariat has signed its first strategic partnership agreement with a young cultural entrepreneur and philanthropist – Sabrina Ho – who we will work with over the next three years to support young creative entrepreneurs in the global South.

I am also happy to report that the global strategy for capacity-building adopted in 2013 has resulted in many useful operational tools.

In particular, a new training module is being currently developed on artistic freedom, with the support of Denmark.

We will also be working on a new module on culture in trade.

We have also developed a new policy monitoring platform on our knowledge management system that we will present to you on Thursday morning.

Dear Committee members,

There is still much to do.

In many areas – such as digital, preferential treatment and policy monitoring - the call for capacity building must be answered. This can only be achieved through increased data collection, awareness-raising and knowledge sharing.

In order to make headway in these areas, the engagement of civil society is essential. For the first time, the Committee is given the opportunity to reflect on various reports

prepared by CSOs from different parts of the world, assessing the impact of the Convention and the challenges to be addressed.

I hope we can continue to bolster our partnerships with civil society organizations, which remain a unique feature of the Convention.

We know that the cultural industries require support and infrastructure. To ensure the continued diversity of cultural expressions, creators need space, opportunity, artistic freedom and support. We also need the engagement from the development community. This is why we organized yesterday a panel discussion with various representatives of organizations, regional banks and development agencies. We are hopeful that this will lead to new partnerships and cooperation schemes, as illustrated by the new project agreement we just signed two weeks ago with the German Cooperation to support the music industry sector in Morocco.

Lastly, I would like to express our sincere gratitude to the governments of Italy, the Republic of Korea, Sweden and the government of Québec for their invaluable support of the work of the Secretariat, and reiterate our ongoing efforts to mobilize further financial support from Parties, donors and development agencies.

Recently, Denmark and Norway have generously agreed to further support the implementation of the Convention's capacity-development programme, in the area of artistic freedom.

We are also hopeful that a new project with the European Union to support the Expert Facility and the establishment of regulatory frameworks for the cultural and creative industries in developing countries will be signed in a very near future.

Without this support, our success in building capacities for the implementation of the Convention around the world, especially in developing countries, would not have been possible.

I wish you all a very fruitful session.