



**UK Coalition for Cultural Diversity**

May 26<sup>th</sup> 2009

SUBMISSION TO DFID CONSULTATION DOCUMENT:

Eliminating World Poverty: Assuring our Common Future

1 Building our common future: How to address emerging challenges  
The UKCCD sees this policy review as an important opportunity for the UK to take a leading role in championing the role of the cultural and creative industries in strengthening both existing policies and those under consideration to meet today's challenges for development. Given this opportunity the UKCCD is concerned that there is no mention of the role of arts, culture and/or creative industries in the entire document as it is currently proposed.

The global environment for what is seen to be the next phase of development policy has changed. Arts, culture, and the creative industries are beginning to be recognised as important, indeed essential, in the role that they can play as part of an inclusive development strategy the following should be taken into account:

- The ongoing revolution in communication and creative industries facilitated by new digital technologies and with particular significance for audiovisual expression.
- The potential of the creative industries to make a significant contribution to national GDP when supported by the development of an effective legal and professional environment. This has been evidenced in UNCTAD's Creative Economy Report 2008; DCMS's Creative Britain report, 2008, and UKCCD/Commonwealth Foundation/Global Policy Institute report, International Development and the Diversity of Cultural Expression, 2009
- UNESCO's Convention on the Protection and the Promotion of Diversity of Cultural Expressions, 2005, which became law in the UK in March 2007, and which obliges all signatories to facilitate measures of cooperation and exchange with the developing world. Article 13 stipulates that, "countries should integrate culture into development policy at all levels". Strategies for implementation can be found in UKCCD/Commonwealth Foundation/Global Policy Institute report, International Development and the Diversity of Cultural Expressions, 2009

Historically, through the shifts in policy focus for development, from intervention in poverty alleviation programmes, to stability and structural adjustment, to buttressing democracy and good governance and currently in the perceived urgency to achieve the Millennium Development Goals, the potential role for arts, culture and creative industries has always been at best underestimated, at worst totally ignored.

The UKCCD believes that implementing measures to achieve greater diversity of cultural expression is essential if all four priority aims outlined in the consultative document are to be achieved.

Support for creative expression should be considered as an integral component of effective development policy rather than an adjunct or subordinate to the delivery of other basic services such as health, transport and education.

It is with this belief that we have limited our observations on this consultation to the needs of developing the creative and cultural sectors.

## 2 Global Economic Growth: How do we minimise the impact of the current economic downturn on the poor?

UKCCD holds the view that Aid for Trade in the creative industry sector will have a significant and positive impact both in promoting diversity of expression and in the creation of new jobs to sustain local communities through this period of global economic uncertainty.

The intervention of DFID would be astute if it were to enable domestic producers of creative content to maximise their potential share of a global market which has been growing at more than 8% a year since 2000. UNCTAD's Creative Economy Report, 2008), identifies developing countries as having huge growth potential in this area. Africa is taken as a key example: "despite its enormous talent and artistic patrimony", it accounted for less than 1% of global creative exports for the period 2000-2005.

### 2.1 What measures should the World Bank and the IMF be taking?

As the world's leaders in international development, not least following the success of the recent G20 talks in London which recommended large increases in funding to the World Bank, DFID should consider advocating a greater priority to the role of the creative industries and the arts in their capacity to develop an active, and informed citizenry. This strategy is indispensable to the development of cohesive communities, good governance. In this way the rich heritage of local knowledge can be harnessed to address the urgent challenges of climate change and poverty alleviation

DFID should ensure that the objectives of the Convention should be mainstreamed in World Bank and IMF policy, both internal and external, by inclusion its articles in the development of all programmes, for example by

attaching cultural protocols to bi-lateral and multi-lateral donor agreements, which safeguard the protection and promotion of diversity of cultural expressions

## 2.4

### Improving the environment for business

DFID could engage through

- Mapping of creative organisations and activity, with specific reference to existing local expertise and to create a database that can support a sustainable national and regional cultural policy.
- Supporting governments in building a toolkit of measures to safeguard diversity of expression in the competitive context of the globalised market place. This would include funding for professional organisations in the UK to advise on international codes of practice in the creative industries involving competencies such as contract and copyright law, the development of business models to take advantage of digital platforms
- Schemes to support and build capacity in creative skills offering career pathways to promote the widest participation of society
- Promoting initiatives and organisations interested and experienced in developing national cultural policy
- Helping to develop provision in higher education for research into the creative industry sector and for education in cultural leadership
- Stimulation of local and regional financial investment.

### Facilitating trade

DFID could

- Stimulate the facilitation of resource and knowledge transfer for the delivery of the policies, principles and structures necessary for public and private service broadcasting
- Promote partnerships with experienced corporations for the development of digital infrastructure and the transfer of digital equipment necessary for the development of new business models
- In the audiovisual sector advocate and support the development of national policy measures to ensure that private corporations delivering regional, on-line services contribute to the costs of producing locally created content

### Raising Income opportunities for women

- Support and encourage schemes for women to transform their creative skills into income generating schemes
- Advocate the inclusion of women in capacitation schemes for the creative industries
- Incentivise policy strategies to maximise access for women to the means for independent expression

### Promoting Education and Health

Media Literacy provides vital skills for citizens to be informed about and to inform in the societies of which they are part. The challenge is to build local and regional audiences for local and regional content. Unquestionably this is a huge challenge and a priority should be to focus on support for children and young people.

DFID should

- Seek to transfer the principles of The European Charter for Media Literacy to an equivalent charter for the developing world. In today's environment it is recognised that media literacy is as important as traditional text-based literacy. DFID should draw on the exemplary work being done in the UK to ensure that the critical, cognitive and cultural aspects of media literacy are available in developing countries.
- Support projects to ensure the diversity and quality of audiovisual opportunities for children and young people. Provision for this sector is in a critical state for most countries of the world and almost non-existent in many "fragile" and impoverished nations.
- Support UNICEF's Declaration for the Rights of the Child which includes the right to expression
- Seek to support projects which encourage access to the diversity of what is produced worldwide, including giving support to schemes which facilitate the distribution of what is locally produced both regionally and to the developed world
- Stimulate local production infrastructure and opportunities

### 3 Climate change

In all aspects of this priority area communication and the development of an informed citizenry, which actively contributes to debate is vital.

The UKCCD maintains that without diversity of cultural expression, the intelligence, data, advocacy, and understanding required to inform constructive national and international policies that sustain the biodiversity and stability of our planet is not possible.

In this respect all the measures itemised above in support of achieving diversity of cultural expression are relevant to the objectives of this priority area.

### 4. Fragile and Conflict-affected countries: safer world and poverty reduction.

As with climate change, in all aspects of this priority area, communication and the development of an informed citizenry, which can actively contribute to debate is vital.

In particular DFID could support

- Capacitation for local journalists
- Capacitation for regional, indigenous broadcasting
- The creation of regional public broadcasting services
- The involvement of marginalised and/or antagonistic communities through community based creative projects through theatre, music, dance or audiovisual media

## 5 International Institutional reform

a) Inclusion of international civil society organisations in World Bank and IMF programmes for creative industry development and trade

DFID should encourage The World Bank and IMF to facilitate input from civil society, creator organisations and universities to provide the expertise for exchange of skills, and to assist with programmes identified and informed by local agencies and/or government in developing countries to

- i) Support the development and implementation of cultural policy
- ii) Carry out mapping exercises of the creative industries
- iii) Systematise existing data and gathering of further data reflecting the value of the creative industries to national governments
- iv) Set up knowledge exchange schemes for professional development, continuing professional development and curricular and e-learning programmes to support learning in policy for the creative industries and exchange of entrepreneurial skills
- v) Develop models based on best practice in the UK – e.g. public broadcasting, digitisation of national libraries – for application in other countries where relevant and on a sustainable, local basis

b) Cooperation with UK National Commission of UNESCO

That DFID support the UK National Commission of UNESCO in seeking ways to implement the UK Convention on the Protection and the Promotion of the Diversity of Cultural Expressions. In particular, it should

- Support UK's contribution to the Cultural Fund (Article 18) not least to develop and build policy expertise, a prerequisite to building effective, local creative industries and to promote the diversity of cultural expression whose contribution is recognised as being of equal status to an economic, social and environmental agenda for development.
- Facilitate the involvement of UK civil society in promoting the objectives of the Convention (Article 11)
- Align its future policy so that it focuses support for the strategies outlined in the full text of the Convention (Articles 12,14,16 & 17) and the extensive ways in which implementation of these strategies have now been discussed by the Intergovernmental Committee and its advisors
- Work in closer collaboration with the UK Commission for UNESCO and its 250 affiliated organisations in the education, media, culture, science and information sectors of the UK
- Work with the UK Coalition for Cultural Diversity, UK's leading civil society organisation for the promotion of the objectives of the Convention, which has observer status at the Intergovernmental Committee and which is linked through the Federation of Coalitions for Cultural Diversity to over 600 creative and cultural organisations worldwide.

c) Co-operation with The Commonwealth Foundation

DFID should work in closer collaboration with the Commonwealth Foundation in order to support strategies that strengthen diversity of cultural expression through developing trade and creative industries in the poorest nations.