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PRELIMINARY DRAFT DECLARATION OF ANTIGUA GUATEMALA

NINTH INTER-AMERICAN MEETING OF MINISTERS OF CULTURE

AND HIGHEST APPROPRIATE AUTHORITIES

Antigua Guatemala, Guatemala

October 27 and 28, 2022

“Technology, creativity, and innovation as an opportunity for

developing and strengthening culture”

WE, THE MINISTERS OF CULTURE AND HIGHEST APPROPRIATE AUTHORITIES OF THE MEMBER STATES OF THE ORGANIZATION OF AMERICAN STATES (OAS), gathered together in Antigua Guatemala, on October 27 and 28, 2022, on the occasion of the Ninth Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities within the framework of the Inter-American Council for Integral Development (CIDI);

CONSIDERING:

That the theme of the Ninth Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities “Technology, Creativity, and Innovation as an Opportunity for the Development and Strengthening of Culture” recognizes that the COVID-19 pandemic has severely impacted many of the key sectors and drivers of economic activity in countries all across the globe, and that the impact on the culture and creative industries has been particularly devastating, especially in relation to venue and site-based activities, such as theatre, live music, festivals, cinemas, and museums in our region;

 That the creative and culture sectors have the potential to become consistent drivers of economic activity, through the production, dissemination and/or commercialization of cultural and artistic goods, services, activities, and products, that may also have tangible and intangible cultural and natural heritage origins; and that strengthening training and other systems for measurement is a key determinant for quantifying and realizing this potential;

RECALLING that the Eighth Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities was held under the theme Strengthening the Creative Economy and Culture Sector: Repositioning the Culture Sector to Secure Sustainable Development;

RECALLING ALSO that the 2020-2022 Work Plan of the Inter-American Committee on Culture (CIC) prioritized the following areas: Strengthening the Creative Economy: Creativity, Innovation, and Inclusion; Cultural Diversity and Sustainable Development; Information and Indicators for Decision-Making; Cultural Heritage: Identity, Inclusion, and Productivity; Recognition of Afro-descendant Cultural Heritage in the Americas;

RECOGNIZING:

That while the impact of the pandemic on the culture sector has been severe, some artists and cultural practitioners managed to maintain their livelihoods during the period by adapting to the new circumstances through the use of technology tools and with the support from cultural authorities and local and national governments;

The potential role of technology, creativity, and innovation in strengthening culture and artistic expression in relation to sharing information and experiences; and the use of technologiesin the collection, preservation, and dissemination efforts of arts and cultural heritage, as well as the ability to strengthen tangible and intangible heritage;

 That artists, creatives, and other cultural professionals were challenged during the pandemic to explore the opportunities offered by technology to produce digital content in new consumable formats and to connect with audiences and new consumers of cultural and creative products in new ways;

That challenges related *inter alia* to the digital divide; the uneven use by cultural practitioners and availability of technology across and within countries and regions, remain issues of concern for cultural authorities in member states;

That grasping the opportunities that technology, creativity, and innovation provide for the development and strengthening of culture requires the adoption of methodologies and policies for promoting technology in management, production, and consumption of the arts, literature, and other cultural and creative products;

TAKING INTO CONSIDERATION that sharing information on cultural development research models, and other methods to utilize technology to generate cultural products focused on pre-Colombian, Indigenous and Afro-descendant cultural heritage; and that digital strategies to promote consumption of arts and culture, and literary works are important considerations for broadening the array of available artistic activities and cultural products;

TAKING INTO CONSIDERATION ALSO that the culture and creative industries in the Americas are to a significant degree comprised of micro, small and medium-sized enterprises, individual artists, creatives and other small-sized producers of cultural products and services;

RECOGNIZING ALSO that the Declaration of Bridgetown on “Strengthening the Creative Economy and Culture Sector: Repositioning the Culture Sector to Secure Sustainable Development” urged the member states to adopt measures that strengthen the links between the creative economy and the cultural sector; and encourage cooperation among countries through, inter alia, promoting innovation and creativity amongst micro, small, and medium sized enterprises as well as other units of production;

RECOGNIZING at the same time, that the creative industries in the Americas are yet to realize their full potential and economic contribution; and that information, communication, and digital technologies are increasingly being used in the collection, preservation, and dissemination efforts of arts and cultural heritage, and therefore present opportunities to strengthen heritage and cultural expressions in the Americas;

RECOGNIZING the important contribution of Colombia as Chair of the CIC in the development and successful execution of the 2020-2022 Work Plan of the Committee in all areas, but especially in relation to the organization of activities in support of Recognition of Afro-descendant Cultural Heritage in the Americas; Cultural heritage: Identity, Inclusion and Productivity, including exchanges of experiences on safeguarding traditional trades and Strengthening the Creative Economy: Creativity, Innovation and Inclusion through successive iterations of the Global Forum on Arts, Culture, Creativity and Technology (GFACCT);

WITH THE AIM OF ENHANCING TECHNOLOGY, CREATIVITY, AND INNOVATION AS OPPORTUNITIES FOR THE DEVELOPMENT AND STRENGTHENING OF CULTURE WE COMMIT TO:

1. Promote efforts to make Technology, Creativity, and Innovation fundamental components of the recovery of the creative and culture sectors post-COVID-19.
2. Maximize opportunities in Technology, Creativity, and Innovation for countries in the Americas to develop and strengthen their cultural expression through the collection, preservation, and dissemination of arts and cultural heritage, the collection, preservation, and dissemination efforts of arts and cultural heritage and urge member states to explore these opportunities individually and collectively.
3. Adopt measures that encourage the use of technology and innovation to better promote the collection, preservation, and dissemination of arts and cultural heritage.
4. Strengthen the role of data collection in understanding the importance of the creative and culture sectors by measuring their economic impact and contribution; to improve support for evidence-based policy design to strengthen these key areas in member states.
5. Support the work of the Inter-American Committee on Culture (CIC) on Cultural Satellite Accounts to strengthen training and other systems for measurement including good practices in data collection in the creative and culture sectors to improve quantification and realization of existing potential in these key areas.
6. Explore opportunities for hemispheric-wide cooperation strategies related *inter alia* to mitigating the challenges associated with the digital divide; the uneven use by cultural practitioners and availability of technology across and within countries and regions, to strengthen the use of technology and innovation in the creative and culture sectors in the Americas.
7. Adopt measures that strengthen the links between the creative and the culture sectors; and encourage cooperation among countries on the use of information, communication, digital, and other emerging technologies for Strengthening Heritage and Cultural Expressions particularly amongst micro, small, and medium-sized enterprises.
8. Share information on cultural development research models and other methods which use technology to generate cultural products focused on pre-Colombian, Indigenous and Afro-descendant cultural heritage, as well as promote digital strategies to increase consumption of arts and culture, literary works and other artistic activities using technology.

THEREFORE, WE RESOLVE:

1. To implement the Declaration of Antigua Guatemala and its Plan of Action, as the framework to advance action driven cooperation on opportunities in Technology, Creativity, and Innovation to Develop and Strengthen Culture in the Americas for the period 2023-2025, and we commit to ensure the necessary resources, in keeping with the available resources of each country.
2. To urge member states to adopt policies and fiscal or other financial support programs which promote the continued support for micro, small, and medium-sized enterprises, artists, and other practitioners adversely affected by the COVID-19 pandemic; and encourage the reactivation of cultural and creative industries to increase their economic contribution and play a more prominent role in the development of their respective countries.
3. To renew our commitment and support to the Inter-American Committee on Culture (CIC) related to Cultural Satellite Accounts activities and actions that will contribute to the objectives and commitments of this Declaration.
4. To establish three Working Groups of the CIC to continue to pursue activities and actions that will contribute to the objectives and commitments of this Declaration, as follows: Working Group 1 onMethodologies and Policies for Promoting Management and Consumption of the Arts and Literature, Working Group 2 on The Economy and Cultural and Creative Industries and Working Group 3 on Strengthening Heritage and Cultural Expressions.
5. To endeavor to allocate the technical, human, and economic resources necessary for participation in the meetings and activities on the Working Groups and to disseminate their convocation, meetings, and results to ministries of related sectors, international organizations, and other relevant institutions that could contribute to, and benefit from, those Working Groups, according to available resources in each member state and the OAS.
6. To instruct the Executive Secretariat for Integral Development (SEDI), as Technical Secretariat of the CIC, to continue providing technical assistance to member states and facilitate communication of the Working Groups, and implementation of collaborative projects and initiatives agreed on by member states, including by convening and organizing videoconferences and face-to-face meetings, when possible, among others.
7. To promote collaboration on Technology, Creativity, and Innovation as an opportunity for the development and strengthening of Culture in the Americas with OAS Permanent Observer States and CIC partners including universities, research centers, NGOs, private sector and other international organizations to support the implementation of the Declaration of Antigua Guatemala.
8. To express with appreciation the important contribution of Colombia as Chair of the CIC in the development and successful execution of the 2020-2022 Work Plan of the Committee, in particular in relation to the organization of activities in support of Recognition of Afro-descendant Cultural Heritage in the Americas; Cultural Heritage: identity, inclusion and productivity, and Strengthening the Creative Economy.
9. To instruct SEDI to provide for the consideration of the authorities of the ministerial process, a draft work plan for the CIC to cover the period 2023-2025.
10. To congratulate the new CIC officers, the cultural authorities of …….. elected during this Meeting and urge them to continue promoting the work of that Committee.
11. To thank the Government of ……. for its offer to host the Tenth Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities in the framework of CIDI in three years, based on the CIDI triennial Ministerial Cycle.
12. To thank the Government and people of Guatemala for their warm and generous hospitality, their commitment, and their contribution to the success of the Ninth Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities.

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