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PRELIMINARY DRAFT PLAN OF ACTION OF ANTIGUA GUATEMALA

NINTH INTER-AMERICAN MEETING OF MINISTERS OF CULTURE
AND HIGHEST APPROPRIATE AUTHORITIES

Antigua Guatemala, Guatemala

October 27 to 28, 2022

“Technology, creativity, and innovation
as an opportunity for developing and strengthening culture”

1. BACKGROUND

1. The purpose of this Plan of Action is the implementation of the Declaration of Antigua Guatemala, “Technology, creativity, and innovation as an opportunity for developing and strengthening culture,” in the recognition that the COVID-19 pandemic has severely affected many of the key sectors and drivers of economic activity in countries around the world, and that its impact on cultural and creative industries has been particularly devastating, especially as regards venues and facilities for activities such as theater, live music, festivals, cinemas, and museums in our region.

2. This Plan of Action will guide the implementation of the priorities set out in the Declaration of Antigua Guatemala, “Technology, creativity, and innovation as an opportunity for developing and strengthening culture.” It is also part of the member states’ joint efforts to address culture’s contribution to the fulfillment of the 2030 Agenda and the achievement of the SDGs.

3. The Plan of Action takes into account the “General Guidelines for Sectoral Ministerial Processes within the framework of the Inter-American Council for Integral Development (CIDI),” document (CIDI/doc.228/17), adopted by the General Assembly of the Organization of American States (OAS) in 2017, and the “Rules of Procedure for Sectoral and Specialized Meetings of Ministers and/or High Authorities of the Inter-American Council for Integral Development,” document (CIDI/doc.258/18), adopted by the OAS General Assembly in 2018.

1. RESOURCES

4. Member states shall assign appropriate and available economic, technical, and logistical resources for the implementation of this Plan of Action.

1. WORKING GROUPS

5. In line with the Declaration of Antigua Guatemala, this Plan of Action covers the following working groups:

1. Methodologies and policies for promoting the management and consumption of arts and literature
2. The economy and cultural and creative industries
3. Strengthening heritage and cultural expressions

6. Each working group (WG) shall have one chair and two vice chairs.

7. Chairs will coordinate their groups in order to:

1. Undertake specific activities in accordance with the priorities set at the Ninth Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities.
2. Facilitate exchanges of experiences and follow up on the implementation of related hemispheric initiatives.

**WG 1. Methodologies and policies for promoting the management and consumption of arts and literature**

8. This Working Group is established on the basis of the following elements of the Declaration of Antigua Guatemala:

* One of the consequences of the pandemic has been the increased use of digital technologies by cultural professionals and by consumers of cultural and creative goods.

* Artists, creators, and other cultural professionals were challenged to explore the opportunities offered by technology for producing digital content in new formats suitable for consumption and to connect in new ways with audiences and new consumers of cultural and creative goods.

* Difficulties arose on account of such factors as the digital divide and the inequalities that exist in the availability of technology and its use by cultural professionals within and between countries and across the region.

9. The Working Group will facilitate analyses and exchanges of experiences and will develop recommendations to support member states in their efforts to:

* Examine methodologies and policies for promoting technology in the management, production, and consumption of art, literature, and other cultural and creative goods.
* Analyze the strengthening of professional artist training to incorporate technologies that promote monetization and maximize the outreach and consumption of cultural goods.
* Present information on cultural development research models, including the use of technology to generate research and cultural goods focused on pre-Columbian, indigenous, and Afrodescendent cultural heritage, digital strategies to promote the consumption of art and culture, and the promotion of literary works and other artistic endeavors through the use of technology.

* Analyze the use of existing and emerging technologies—such as virtual reality, augmented reality, and non-fungible tokens[[1]](#footnote-1)—and the role of cultural authorities in supporting their dissemination in the cultural and creative industries.

**WG 2. The economy and cultural and creative industries**

10. This Working Group is established on the basis of the following elements of the Declaration of Antigua Guatemala:

* The recognition that the cultural and creative industries of the Americas, which were deeply affected by the COVID-19 pandemic, consist largely of micro-, small, and medium-sized enterprises (MSMEs), artists, creators, and other small-scale producers of cultural goods and services.
* Some of these creators may have survived the worst of the pandemic through the adoption and use of technological tools and with the support of government and cultural authorities; others continue to struggle or have abandoned these industries to seek out economic opportunities in other sectors.
* The creative industries of the Americas have not yet reached their full potential or maximum levels of economic contribution.

11. The Working Group will facilitate analyses and exchanges of experiences and will develop recommendations to support member states in their efforts to:

* Promote the reactivation of cultural and creative industries and support mechanisms for culture sector MSMEs, and nurture and develop creative economy enterprises.
* Examine experiences intended to nurture and develop creative businesses and entrepreneurs—including business incubators and accelerators and the use of technology as a basis for maximizing outreach, the development of technical skills, and capacity building—as key principles for reactivating the sector, especially the cultural industries and the arts in the region.
* Examine fiscal and other financial support policies and programs for creative industries affected by the pandemic, and analyze how to improve the measurement of creative industries’ economic contributions in cultural satellite accounts.
* Support the strengthening of member states’ capacities in the area of cultural satellite accounts, including harmonizing methodologies, identifying the sectors to be measured, exchanging information, and undertaking measurements and comparisons among different countries.

**WG 3. Strengthening heritage and cultural expressions**

12. This Working Group is established on the basis of the following elements of the Declaration of Antigua Guatemala:

* The importance of facilitating dialogue among ministers on how technological tools can be and have been used to strengthen heritage and cultural expressions in the Americas.
* Information, communications, and digital technologies are increasingly being used worldwide to gather, preserve, and disseminate efforts in the field of arts and cultural heritage; for example, the three-dimensional modeling of ancient artifacts or the use of augmented reality to complement the perception of real-world environments, including heritage sites.

13. The Working Group will facilitate analyses and exchanges of experiences and will develop recommendations to support member states in their efforts to:

* Provide examples of the use of technologies for cultural heritage work, awareness, and conservation in OAS member states.
* Strengthen tangible and intangible heritage through innovation and the use of new technologies for dissemination and practice.
* Recognize and socialize the contribution of the cultural expressions and heritage of the indigenous and Afrodescendent peoples of the Americas through the use of digital, information, and communications technologies.
1. MONITORING, EVALUATION, AND REPORTING

14. The authorities of the Inter-American Committee on Culture (CIC), together with the Troika (the current, former, and future chairs of the Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities), will hold a planning meeting to define a work plan for the implementation of this Plan of Action. That work plan will include at least one meeting of the CIC prior to the Tenth Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities.

15. Invite member states to participate actively in CIC initiatives.

16. Urge the Executive Secretariat for Integral Development, as the CIC Technical Secretariat, to continue facilitating communication among the working groups, supporting the implementation of projects and collaboration efforts, and convening and organizing videoconferences and on-site meetings.

17. Reiterate that the implementation of this Plan of Action will be led by the authorities of the CIC, together with the Troika (the current, former, and future chairs of the Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities), with the support of the Technical Secretariat. The CIC Chair will report on the follow-up of actions at its regular and special meetings and at the next Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities.

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1. . A non-fungible token (NFT) is a digital asset that represents real-world objects, such as works of art and music, videos, and video game items. NFTs are bought and sold online, often in exchange for [cryptocurrencies](https://www.forbes.com/advisor/investing/cryptocurrency/what-is-cryptocurrency/), and are usually encoded with the same underlying software as many cryptocurrencies.

 See *Forbes Advisor*, April 2022, <https://www.forbes.com/advisor/investing/cryptocurrency/nft-non-fungible-token/>. [↑](#footnote-ref-1)