**NINTH INTER-AMERICAN MEETING OF MINISTERS OF** OEA/Ser. K/XXVII.9

**CULTURE AND HIGHEST APPROPRIATE AUTHORITIES** CIDI/REMIC-IX/DEC.1/22

October 27 to 28, 202228 October 2022

Antigua Guatemala, Guatemala Original: Spanish

DECLARATION OF ANTIGUA GUATEMALA

“Technology, creativity, and innovation as an opportunity for

developing and strengthening culture”

(Adopted at the eighth plenary session and subject to review by the Style Committee)

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 Developing and Strengthening 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 theater, libraries, cultural centers, live music, festivals, cinemas, and museums among others in our region;

That the creative and culture sectors have the potential to become consistent drivers of reactivation of economic activity, through the production, dissemination and/or commercialization of cultural and artistic, services, activities, and products and of creative goods, that may also have tangible and intangible, cultural and natural heritage origins; and that strengthening of information systems 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; and Recognition of Afro-descendant Cultural Heritage in the Americas;

RECOGNIZING:

That while the impact of the COVID-19 pandemic on the culture sector has been severe, some artists and cultural stakeholders managed to maintain their livelihoods during that period by adapting to the new circumstances through the use of technological and/or digital tools, with the support from cultural authorities of governments;

The vulnerability of the labor and social condition of cultural stakeholders, as evidenced by the various effects on the sector caused by the COVID 19 pandemic;

That, in order to guarantee the citizen’s right to participate in cultural life, respecting and promoting cultural diversity, and protecting cultural heritage, in the face of a situation of confinement and high social vulnerability for diverse cultural agents, member states were obliged to reprogram and redefine effective strategies and priorities of public policies and technical and financial resources, especially in the cultural sector;

That the contingency and reactivation measures for the cultural sector, which have been implemented in order to alleviate the social and economic effects in the sector, based on public-private, national and international partnerships, have been key to the strengthening of inter-institutional relations, and in turn, have consolidated the spaces for citizen participation in the construction of public policies in the cultural sector, in its different areas;

The role of technology, creativity, and innovation in relation to sharing information and experiences, particularly among the countries of the Americas, in strengthening culture and artistic and cultural expressions;

The use of information and communication technologies in the collection, preservation, safeguarding and dissemination of arts and tangible and intangible heritage; as well as the challenges arising from the increasing illicit transfer of cultural property in digital environments;

That, during the pandemic artists, creatives, and other cultural stakeholders were challenged 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 and services in new ways;

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

That the opportunities that technology creativity~~,~~ and innovation contribute to the sustainable development and strengthening of culture requires the adoption of public policies and methodologies to promote training and technology in management, production, and consumption of the arts, literature, and other cultural and creative products and services;

The role of culture in achieving the sustainable development goals of the United Nations 2030 Agenda;

TAKING INTO CONSIDERATION that sharing information on cultural development research models, and other methods to utilize technology to generate cultural products and services focused on pre-Colombian, Indigenous and Afro-descendant cultural heritage; and that digital strategies to promote consumption of arts and culture, and literary works, complying with national and international regulations on copyright, 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 informal enterprises and micro, small and medium-sized enterprises, individual, artists, and cultural stakeholders of cultural, bearers of cultural heritage 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 cultural and creative industries in the Americas are yet to realize their full potential and economic and social contribution, so their economic contribution may be greater; and that information, communication, and digital technologies are increasingly being used in the collection, preservation, safeguarding and dissemination efforts of arts and cultural heritage, 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, and especially in relation to the organization of activities in support of the 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 the consecutive realization 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. Ensure that technology, creativity, and innovation are fundamental tools in the recovery of the creative and culture sectors post-COVID-19.
2. Promote the role of culture in the achievement of the sustainable development goals of the United Nations 2030 agenda, within the framework of the Inter-American Committee on Culture (CIC) of the Organization of American States (OAS).
3. Maximize opportunities in technology, creativity, and innovation for States in the Americas to develop, strengthen and safeguard their cultural and artistic expressions through the digitization, collection, preservation, dissemination, and legal and secure exchange of cultural and artistic heritage, and urge member states to explore these opportunities individually and collectively.
4. Adopt measures that encourage the use of technology and innovation to promote the collection, protection, preservation, and value of social memory, cultural and artistic heritage, and traditional and ancestral knowledge of the peoples, promoting the conditions for their transmission from generation to generation.
5. Promote additional and strengthen existing plans, programs and research projects with data collection instruments, data collection and analysis, including cultural statistics to understand the importance of the creative and cultural sectors by measuring their economic impact and contribution; and to improve support for evidence-based policy design to strengthen these key areas in member states.
6. Support the work of the Inter-American Committee on Culture (CIC) on cultural satellite accounts to strengthen training and systems for measurement including improved practices in the use and leveraging of data collection in the creative and culture sectors to improve quantification and realization of existing potential in these key areas, particularly in the cultural and creative industries.
7. Explore opportunities for hemispheric-wide cooperation strategies related *inter alia* to mitigating the challenges associated with the digital divide; access and the uneven use by cultural stakeholders 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.
8. Adopt measures that strengthen the links between the creative and the culture sectors; and encourage cooperation among countries on the use and leveraging of information, communication, digital, and other emerging technologies for strengthening heritage and cultural expressions particularly amongst micro, small, and medium-sized enterprises.
9. 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 access for consumption and dissemination of cultural goods and services.

THEREFORE, WE RESOLVE:

1. To implement the Declaration of Antigua Guatemala and its Plan of Action, as the framework to advance action driven cooperation that generates opportunities in technology, creativity, and innovation to develop, strengthen and disseminate culture in the Americas for the period 2023-2025, and urge the member states to request and allocate the necessary resources, according to their available budget.
2. To urge member states to adopt public policies and fiscal or other financial support mechanisms which promote the continued support for micro, small, and medium-sized enterprises, artists, and other cultural stakeholders adversely affected by the COVID-19 pandemic; and stimulate 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 invite member states to deepen the development of cultural diplomacy, in order to develop strategic alliances with other countries, multilateral organizations and mechanisms and national and international private entities that allow to promote the offer and reception of technical and financial cooperation, as well as, to generate common consensus for the inclusion of a specific culture objective in the next development agenda.
5. To establish three Working Groups of the CIC to identify those activities and actions that will contribute to the objectives and commitments of this Declaration, as follows: Working Group 1 on Methodologies and Policies for Promoting the Management and Consumption of Cultural Goods and Services in the Digital Environment, Working Group 2 on The Economy and Cultural and Creative Industries, and Working Group 3 on the Collection, Protection, Preservation, Valuing and Safeguarding of Cultural Heritage, Cultural and Artistic Expressions, and Traditional and Ancestral Knowledge.
6. To make the necessary efforts to allocate the technical, human, and economic resources for participation in the meetings and activities on the Working Groups and to disseminate, invitations to attend, meetings, and the minutes of the meetings 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.
7. 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 the implementation of collaborative projects and initiatives agreed on by member states, including convening and organizing videoconferences and face-to-face meetings, when possible, among others.
8. To promote collaboration on technology, creativity, and innovation as an opportunity to develop and strengthen 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.
9. 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, Strengthening the Creative Economy, Cultural Diversity and Sustainable Development, and Information and Indicators for Decision-making.
10. 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.
11. To congratulate the new CIC officers, the cultural authorities of Ecuador (Chair), Barbados (First Vicechair) and Panama (Second Vicechair) elected during this Meeting and urge them to continue promoting the work of that Committee.
12. To thank the Government of the Dominican Republic 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.
13. 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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