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REPORT ON ACTIVITIES IN SUPPORT OF CULTURE

(Prepared by the Culture and Tourism Section of the Department of

Economic Development)

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INTRODUCTION

This report of the General Secretariat relates to the activities, which have been undertaken since the VIII Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities held in Bridgetown. Barbados, September19-20, 2019 in furtherance of the mandates emanating from that meeting. It focusses on activities implemented in accordance with the 2020-2022 Work Plan of the Inter-American Committee on Culture (CIC).

PROGRESS ON IMPLEMENTATION OF MANDATES

 The work of the Culture and Tourism section in relation to culture is based on the 2020-2022 Work Plan of the (CIC), the priority areas, and activities contained therein and the mandates of the Declaration of Bridgetown.

 The Declaration of Bridgetown *inter alia* instructed “the General Secretariat to provide for the consideration of the authorities of the ministerial process, a draft work plan based on this Declaration and the “2018-2021 Medium Term Strategy to Promote Culture for Development in the Americas.” The Authorities of the CIC and members of the Troika met at its Planning Meeting of March 5-6 2020, in Washington, DC, to define the Work Plan of the CIC, consistent with a mandate of the Declaration of Bridgetown coming out of the 8th Inter American Meeting of Ministers of Culture and Highest Appropriate Authorities in September 2019.

The Planning Meeting had substantially completed the negotiation of the Work Plan including the approval of the priority areas. The meeting was however concluded with a few minor details of the Work Plan, which could not be completed at that time, as countries had not had sufficient time to consult with their Capitals. This is so particularly, in relation to their participation as Lead Countries in specific activities of the Work Plan. The CIC Authorities and members of the Troika subsequently met virtually on May 26, 2020, where the remaining details were finalized, and the Work Plan was approved. The CIC Authorities consist of Colombia, as Chair, Jamaica and Costa Rica, Vice Chairs, and the Troika of Paraguay, Barbados, and Guatemala. It is noteworthy that under the leadership of the Colombian Ministry of Culture, execution of the Work Plan of the Committee has been very dynamic during this cycle.

The Work Plan, approved following the Planning Meeting of the Authorities of the CIC held May 26, 2020, was developed in order to establish concrete actions to meet the mandates and commitments of the Declaration of Bridgetown, approved during the VIII Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities in Barbados in September 2019. All activities defined in the Work Plan fall under one of the following five (5) priority areas:

1. Strengthening the Creative Economy: Creativity, Innovation, and Inclusion

2. Cultural diversity and sustainable development

3. Information and indicators for decision-making

4. Cultural heritage: identity, inclusion, and productivity

5. Recognition of Afro-descendant Cultural Heritage in the Americas

**STRENGTHENING THE CREATIVE ECONOMY: CREATIVITY, INNOVATION, AND INCLUSION**

Many of the activities of the CIC Work Plan were designed to be undertaken virtually over ICT platforms. The importance of these platforms to undertake the activities of the CIC assumed increasing significance in the context of the challenges of face-to-face contact presented by the COVID-19 pandemic.

**Webinar on The Orange Economy in Covid-19 Times**

 A webinar titled “TheOrange Economy in Covid-19 Times” was held May 29, 2020. The Webinar was organized under the leadership of Colombia, Chair of the CIC, and country lead for this area in the Work Plan. The Webinar featured an introduction fromCarmen Inés Vasquez, Minister of Culture of Colombia, panelists - Felipe Buitrago, Deputy Minister of Creativity and the Orange Economy, Ministry of Culture of Colombia, and Ernesto Piedras, noted Mexican Consultant in economics and culture, and was moderated by Ms. Maryse Robert, Director, Department of Economic Development at the OAS. The Webinar provided the opportunity for participants to learn and share their experiences regarding the impact the pandemic was having on the creative economy, including its MSMEs as well as initiatives contemplated or enacted to support the orange economy and the creative and culture sector.

**Webinar on How to strengthen the creative and cultural industries through institutional articulation and complementarity**

A webinar featuring a “Conservation” among Ministers of Culture from the Americas was held November 11, 2020. The event was held in the framework of the Great World Forum of Arts Culture Creativity and Technology, (GFACCT) held November 9-16, 2020. The following Ministers of Culture were panelists: Tristan Bauer, Minister of Culture of Argentina, Olivia Grange, Minister of Culture, Gender, Entertainment and Sport of Jamaica, Carlos Aguilar, Minister of Culture of Panama, Carmen Inés Vásquez, Minister of Culture of Colombia and Pablo da Silveira, Minister of Education and Culture of Uruguay. The event provided a forum for an exchange of knowledge and experiences on the importance of establishing mechanisms and channels of institutional articulation to organize and simplify the sector's procedures. It also supported discussion regarding financial resources and incentives for the creation of an enabling environment to support the strengthening of cultural and creative activities, projects, and actors.

**Dialogue on The Circulation of Cultural Goods and Services in the Americas**

A Dialogue titled: The Circulation of Cultural Goods and Services in the Americas: Perspectives, Opportunities and Challenges on July 22, 2022, in Medellín, Colombia. The Dialogue was held in the framework of the fourth edition of the Great World Forum of Art, Culture, Creativity and Global Technology -G-FACCT-/III Orange Economy Summit, and included speakers from the Ministries and Highest Authorities of Culture of Brazil, Colombia, Mexico, Peru, and was moderated by Ms. Maryse Robert, Director of the Department of Economic Development of the OAS. The Dialogue was held in the framework of the Strengthening the Creative Economy: Creativity, Innovation, and Inclusion priority area of the CIC Work Plan

The Dialogue exchanged good practices, initiatives and strategic actions developed around the circulation of cultural goods and services in member states and served as a space to identify the challenges and opportunities in relation strengthening cooperation in support of the circulation and commercialization of the creative and cultural industries in the Americas. It also recognized the circulation cultural goods and services as a central aspect of the cultural cycle, and importantly as the process that supports access – through commercial and non-commercial channels – to cultural goods and services by citizens and communities. Moreover, the Dialogue stressed the fact that the Ministers and Highest Appropriate Authorities of Culture in the Declaration of Asunción, in 2016, recognized *inter alia* that although a consensus definition had not been established, it was fair to conclude that the production and circulation of cultural goods and services promotes economic activity and the recognition of cultural plurality.

**Mandate: Article 6 of the Declaration of Bridgetown**

**e-book Publication**

As part of efforts to facilitate the development and publication of an e‐book on actions in support of the creative economy, a request from the Chair of the CIC, Colombia, was sent to OAS member states through the Department of Economic Development. The request proposed the submission of examples of good practices or programs around inter‐institutional collaboration in relation to strengthening the creative and cultural industries. The requested information sought to *inter alia* answer the following questions:

* Why develop public policies around the creative and cultural industries?

• Based on your country's experience, what are the tools that guarantee the sustainability public policies in relation to the creative and cultural industries?

* How could the OAS contribute to this end and develop a joint agenda for the region?

The e-book was completed in July 2022, and represents one of SEDI’s efforts to support the CIC in developing a joint agenda for the region to strengthen the culture and creative industries, through the provision of opportunities for sharing of experiences and practices, and exchanges of information among member states. The e-book compiles the experiences of interagency coordination in support of the culture and creative industries among five (5) OAS member states, Argentina, Colombia, Costa Rica, Ecuador, and Paraguay, for which these industries are increasingly important contributors to economic activity.

**Mandate: Article 6 of the Declaration of Bridgetown**

**CULTURAL DIVERSITY AND SUSTAINABLE DEVELOPMENT**

**Webinar on Cultural Management to Promote and Protect Cultural Expression at the Local Level**

A webinar titled “Good practices of artistic and cultural expressions for the empowerment of local communities” was held February 17, 2021. The webinar was organized under the leadership of Colombia, and featured presentations of good practices from Colombia, Ecuador, Guatemala, Mexico, and Uruguay

In July 2020, under the direction of the Chair of the CIC, Colombia, a request was sent to OAS member states through the Department of Economic Development to submit their examples of good practices of artistic and cultural expressions for the empowerment of local communities. In this regard, the Technical Secretariat received submissions from the following member states: Ecuador, Guatemala, Honduras, Mexico, Uruguay, and Saint Vincent and the Grenadines. The presentations at the webinar on February 17, for the most part were reflective of the member states, which had made submissions of their good practices.

**Mandate: Article 12 of the Declaration of Bridgetown**

**INFORMATION AND INDICATORS FOR DECISION-MAKING**

**Webinar The importance of measurement in the cultural sector as a contribution to the development of a country**

A Webinar on the importance of measurement in the cultural sector as a contribution to the development of a country was held July 8, 2020. The webinar featured presentations from Juan Felipe Parra, Coordinator Information, Satellite Account and Orange Economy, Ministry of Culture of Colombia, Karina Castro, Economics and Culture Unit, Ministry of Culture and Youth of Costa Rica, Emilio Stramucci, Ministry of Culture of Argentina, and was moderated by Santiago Noboa, Specialist in the Department of Economic Development of the OAS.

**Webinar on Guidelines for the Development of Cultural Satellite Accounts**

A webinar on guidelines for the development of Cultural Satellite Accounts (CSA) was held December 2, 2020. The main objective of the webinar was to present the guidelines developed with the support of experts from the Convention Andres Bello (CAB) organization, and to engage OAS CARICOM member states on how these could be implemented. The webinar featured introductory remarks from Dr. Maryse Robert, Director of the Department of Economic Development of the OAS, and Dr. Delva Baptista, Executive Secretary of the CAB organization, In addition to the presentation on the guidelines from the experts at the CAB, the webinar also included presentations from Colombia and Argentina on their experience implementing Cultural Satellite Accounts, and was moderated by Richard Campbell, Chief of the Culture and Tourism Section at the OAS.

**Activities of the Working Group on Implementation of Cultural Satellite Accounts**

Under the leadership of Argentina and Costa Rica and within the framework of the objectives of the CIC Working Group on Implementation of Cultural Satellite Accounts, the Culture and Tourism Section solicited information from member states on the implementation of CSA in their jurisdiction. The inputs from member states were used to compile a report on the status of CSA implementation. The report, compiled by Argentina, provides information on sectoral participation, and the evolution of this participation, and cultural gross value-added (GVA) in the economy. The Report concluded that “The information provided by the countries allowed comparisons to be made and the identification of what appears to be an international trend: the increasing importance of audiovisual activities. As additional countries carry out these measurements they will be equipped with an important public policy tool and, in addition, they will generate information that can be shared and systematized in such a way that will enable new analyses to expand comparisons between countries and identify new general trends.”

**Mandates: Article 5 of the Declaration of Bridgetown**

**CULTURAL HERITAGE: IDENTITY, INCLUSION AND PRODUCTIVITY**

The Culture and Tourism Section successfully completed the execution of the project Enhancing the Framework for the Development of a Heritage Economy in the Caribbean, in June 2020. The training and other activities, which remained to be completed in 2020, were accomplished virtually since the pandemic and the attendant travel restrictions adopted by member states precluded the face-to-face engagement of project staff and beneficiaries.

**Webinar on Components of the Caribbean Cultural Heritage Project**

A webinar on the Inventory of Heritage Places component of the Project Enhancing the Framework for the Development of a Heritage Economy in the Caribbean was held June 29, 2020. Inventories/Registries of heritage places support the documentation of Heritage places, using the Arches software, so that countries know the location of their Heritage places and have full historical, technical, and architectural information on them. The webinar sought to provide the opportunity for beneficiary countries to highlight their experiences with implementing the Inventory of Heritage Places component of the project. It also contributed to supporting the dissemination of models/strategies developed during the implementation of the project so that they can be available to all member states. It featured presentations from two of the beneficiary countries – Jamaica and Barbados regarding their implementation of registries of heritage places as well as a presentation from Colombia on the "Integration of cultural resources in cultural heritage protection plans".

**Mandates: Article 11 of the Declaration of Bridgetown**

**Exchange of Experiences on Safeguarding Traditional Trades**

The Virtual Dialogue "Experiences of safeguarding traditional trades in the Americas" was held on March 29, 2022. The dialogue Virtual Conversation included the participation as speakers, representatives of the Ministries and Highest Authorities of Culture of Bolivia, Chile, Colombia, Mexico, Nicaragua, Paraguay, Peru, and the Dominican Republic. These eight (8) member states had previously completed and shared the relevant documentation on their individual experiences with safeguarding their traditional trades. The dialogue was moderated by Mr. Santiago Noboa, Specialist in the Section of Culture and Tourism of the Department of Economic Development of the OAS. This event was developed within the framework of the Cultural heritage: identity, inclusion, and productivity priority area of the CIC Work Plan, and provided aimed to open a space for the exchange of knowledge around the main experiences that the OAS member states have developed for the protection and promotion of a traditional trade representative of their territory**.**

**Mandates: Article 9 of the Declaration of Bridgetown**

**RECOGNITION OF AFRO-DESCENDANT CULTURAL HERITAGE IN THE AMERICAS**

Under the leadership of the Chair of the CIC Colombia a webinar titled Five years of implementation of the International Decade for Afro-descendants and their impact on culture was organized and held May 21, 2020. The webinar featured a conversation among Ministers of Culture of Costa Rica, Panama, Paraguay, and Colombia. The Minister of Culture of Ecuador, Juan Fernando Velasco, who could not participate in the webinar otherwise, provided his reflections on the subject, which were shared during the event.

**Mandate: Article 13 of the Bridgetown Declaration**

**Dialogue on the Recognition of Afro-descendant Cultural Heritage in the Americas**

A dialogue on theRecognition of Afro-descendant Cultural Heritage in the Americas was held June 8, 2022. The dialogue included the participation as speakers, representatives of the Ministries and Highest Authorities of Culture of: Colombia, Ecuador, Jamaica, Peru, Mexico, Paraguay, and was moderated by Mr. Richard Campbell, Chief of the Culture and Tourism Section of the Department of Economic Development of the OAS. The Dialogue was held within the framework of the Recognition of Afro-descendant Cultural Heritage in the Americas priority area of the Work Plan of the CIC, and highlighted examples of good practices, initiatives, and programs in the field of safeguarding the cultural practices of Afro-descendants in their respective countries, as well as reflections on the cultural practices that are lived from the Afro-descendant diaspora. The Dialogue contributed to the exchange of knowledge around the main experiences that the OAS member states have developed in relation to the protection and promotion of the cultural heritage of Afro-descendants in the hemisphere.

**Mandate: Article 13 of the Bridgetown Declaration**

**Cooperation Agreement with Fundación El Libro Total**

On June 27, 2022, the General Secretariat of the OAS, (through SEDI) and Fundación El Libro Total of Colombia, signed an agreement establishing a framework for cooperation in the dissemination and accessibility of culture through the use of digital libraries. The agreement allows the General Secretariat, through SEDI, to disseminate and promote the virtual library "El Libro Total Book" among the authors and citizens of the OAS member states and strengthens collaboration between both institutions to promote culture, especially literature in the Americas. Moreover, the agreement with Fundación El Libro Total allows OAS member states and their citizens free access to this virtual library <https://www.ellibrototal.com>, especially in an environment where quality information and publications are increasingly restricted by the requirement for paid subscriptions. It also provides an excellent mechanism to disseminate the literary works of member states, and promotes greater use of digital technologies by professionals of culture and consumers of cultural and creative products and services.

**SIXTH REGULAR MEETING OF THE INTER-AMERICAN COMMITTEE ON CULTURE (CIC)**

The Sixth Regular Meeting of the Inter-American Committee on Culture (CIC) was held virtually April 27, 2021. The Meeting was organized in collaboration with the Ministry of Culture of Colombia in its capacity as Chair of the CIC. The objective of the meeting was two-fold: to assess progress and implementation of ministerial mandates and execution of the activities of the CIC Work Plan, and to receive an update on the next Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities to be hosted by Guatemala in 2022.

The Meeting received introductory remarks from Dr. Maryse Robert, Director of the Department of Economic Development of the OAS Executive Secretariat for Integral Development, and Minister Felipe Buitrago, Minister of Culture of Colombia who provided the context for the dialogue particularly in relation to the execution of the CIC Work Plan, and the impact that the covid-19 pandemic has had on the culture and creative industries.

The Meeting received a report and presentation by the Chief of the Culture and Tourism Section Mr. Richard Campbell on the activities of the Culture and Tourism Section in relation to the priority areas of the CIC Work Plan. The presentation noted that satisfactory progress has been made regarding the execution of the Work Plan; and highlighted that progress was been substantially due to the leadership of Colombia and the role the Ministry of Culture played in hosting and convening some of these activities.

The Meeting received a detailed presentation from the delegation of Colombia on each of the five priority areas, and highlighted Colombia’s central role in the execution of many of the activities under the priority areas. This presentation was complemented by additional inputs from the delegates of countries with ‘Lead Country’ responsibility for specific activities in the Work Plan, as well as additional inputs from the Secretariat on activities for which it has direct responsibility.

The Delegation of Guatemala updated the meeting on progress in relation to its hosting of the IX Inter-American Meeting of Ministers of Culture and Highest Appropriate Authorities. The presentation noted that it had proposed the following theme for the meeting “Technology, creativity, and innovation as an opportunity for developing and strengthening culture”. It also highlighted the following four sub-themes which it proposed to include:

* Methodologies and policies for promoting the management and consumption of arts and literature
* The economy and creative industries
* Research models for cultural development
* Strengthening heritage and cultural expressions

The Meeting ended with the Chair of CIC Mr. Felipe Buitrago, Minister of Culture of Colombia, thanking the delegations from member states for their participation in the meeting, which made it possible, on the one hand, to learn about the progress of the CIC, and on the other hand to provide a space to reach broad agreement on the actions to be furthered in the coming years.

The Minister highlighted that the execution of the CIC’s activities, programs, and projects reflected the joint efforts that the OAS countries have made around the contribution of culture to the fulfillment of the 2030 Agenda.

 Eighty-one delegates from 31 member states attended the Meeting. The full list of participants is available at the following link: [CIDI/CIC/doc.4/21](http://scm.oas.org/IDMS/Redirectpage.aspx?class=XIII.5.7%20CIDI/CIC/doc&classNum=4&lang=t) .

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